

Ariel Barcia

Transportation Designer | Graphic Designer
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Skills

- Transportation Design
- Vehicle Sketching
- Exterior Design Development
- Design Strategy
- Automotive Packaging
- Orthographic Development
- Design Storytelling
- Advanced Concept Design
- Visualization
- Photoshop
- Illustrator
- InDesign
- Vizcom
- AI-assisted Design Visualization
- Digital Rendering
- Presentation
- Portfolio Development
- Concept Narratives
- Brand Translation
- Design Research

Professional Summary

Transportation designer with a background in automotive concept development, visual storytelling, branding, and digital design. Educated in Transportation Design at College for Creative Studies and Communication Design at Queens College. Focused on creating emotionally resonant mobility concepts that combine cultural relevance, emerging technology, and strong visual execution.

Design Education

College for Creative Studies

Transportation Design
Detroit, Michigan

- Vehicle ideation and sketching
- Automotive exterior development
- Design visualization
- Packaging studies
- Perspective rendering
- Clay and digital design processes

Queens College, CUNY

BFA Communication Design
Queens, New York

- Branding
- Visual communication
- Typography
- Presentation design
- Storytelling systems

Professional Experience

Freelance Designer | Ariel Design Studio

Developed branding and visual communication projects for commercial and public-sector clients. Created concept presentations, visualizations, and strategic design narratives. Managed projects from concept through final delivery.

Graphic Designer | Prometric

Developed presentations, marketing materials, and visual communication assets. Collaborated across departments while maintaining brand standards.



How do we preserve automotive emotion in an autonomous future?

Genesis Flex EV

Autonomous Hot Rod 2050

Why Now?

Electric mobility creates new opportunities for vehicle proportions and architecture beyond traditional combustion-era design. Flex explores this shift through layered structures, detached wheel systems, and a centralized sanctuary-like cabin.

“If propulsion, steering, suspension, and packaging evolve, then the vehicle’s architecture and emotional form language should evolve too.”

Vision

The Hyundai FLEX envisions a future where autonomous mobility regains emotional identity through proportion, presence, and cultural familiarity.

Inspired by the spirit of the American hot rod, the FLEX reinterprets nostalgic automotive emotion through a premium autonomous EV architecture — creating a cinematic and emotionally engaging experience within future urban environments.

Rather than prioritizing efficiency alone, the FLEX explores mobility as an experience shaped by atmosphere, memory, and human connection.

1930s–1960s

Hot rods celebrated exposed mechanics.



2025

EVs hide most of their mechanical systems.



2050

FLEX re-exposes mechanical architecture through autonomous wheel modules and detached structures.

MECHANICAL ARCHITECTURE

ELECTRIC MOTORS

CONTROL ARMS

FRAME

COMPUTER

STEERING PLATE

BATTERY





ELECTRIC MOTOR

High-torque in-wheel electric motor provides direct drive propulsion with high efficiency.

STEERING PLATE

Transmits steering motion from the actuators to the ball joint and motor assembly.

CONTROL ARM STUDS

Secure mounting points for the steering actuators.

CONTROL ARM

Aluminum control arm manages suspension loads and wheel locations, ensuring stability and precision.

MOTOR CASE

Structural housing encloses and protects the motor components from external forces.

HEAVY DUTY BEARING

Supports radial and axial loads between the motor case and steering assembly, ensuring smooth rotation and durability.

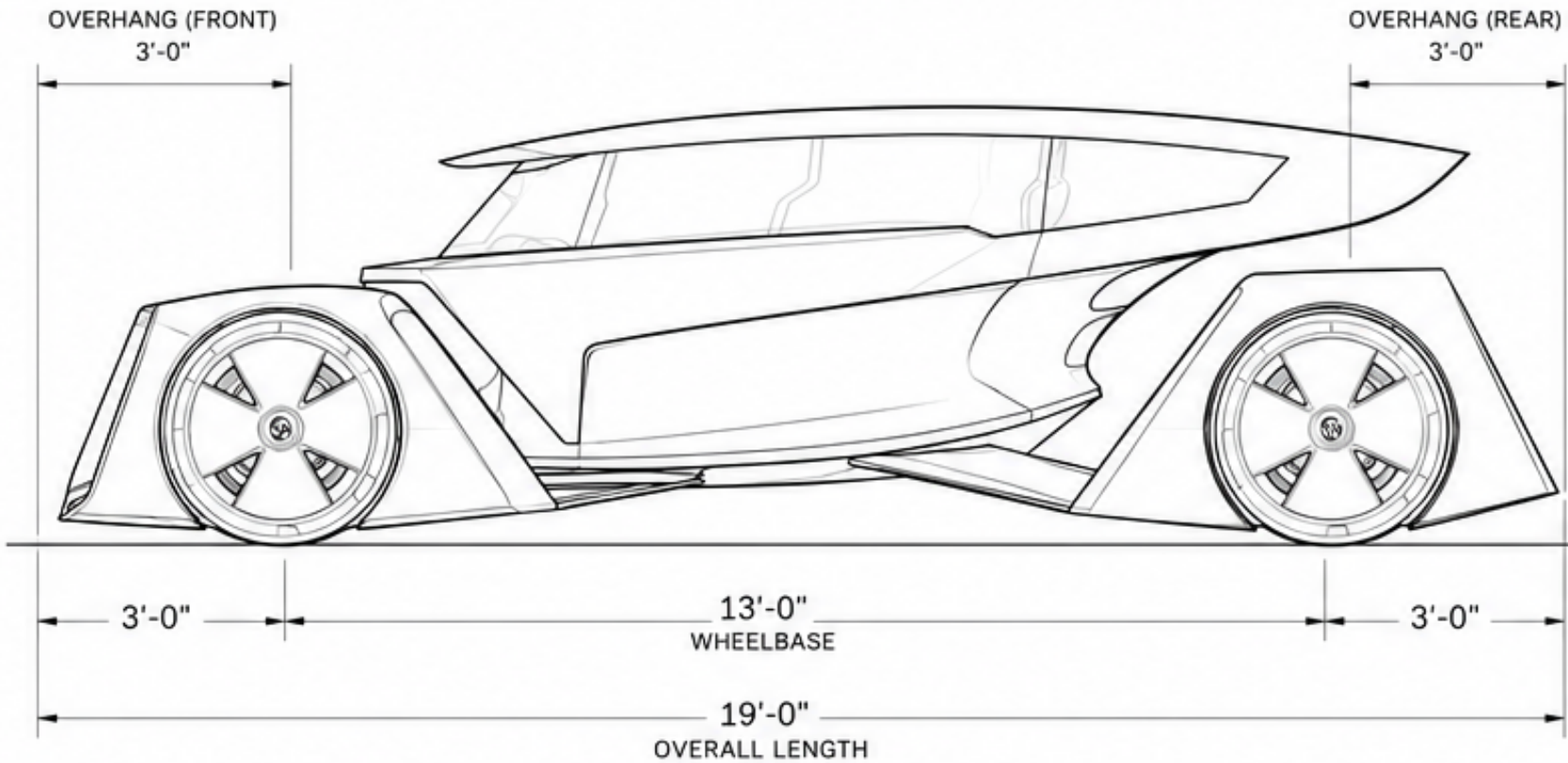
BALL JOINT

Allows angular movement between the steering plate and motor spindle.

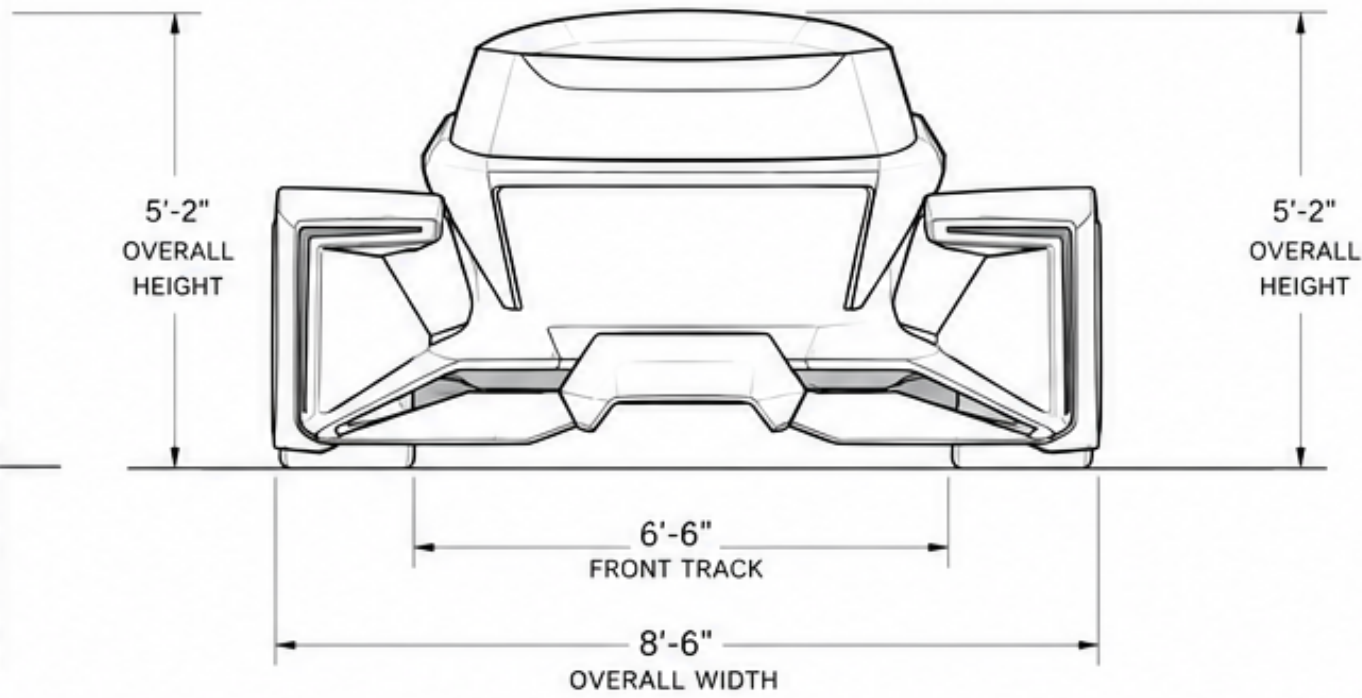
STEERING ACTUATOR

Electro-hydraulic actuators drive the steering plate left or right for precise wheel orientation.

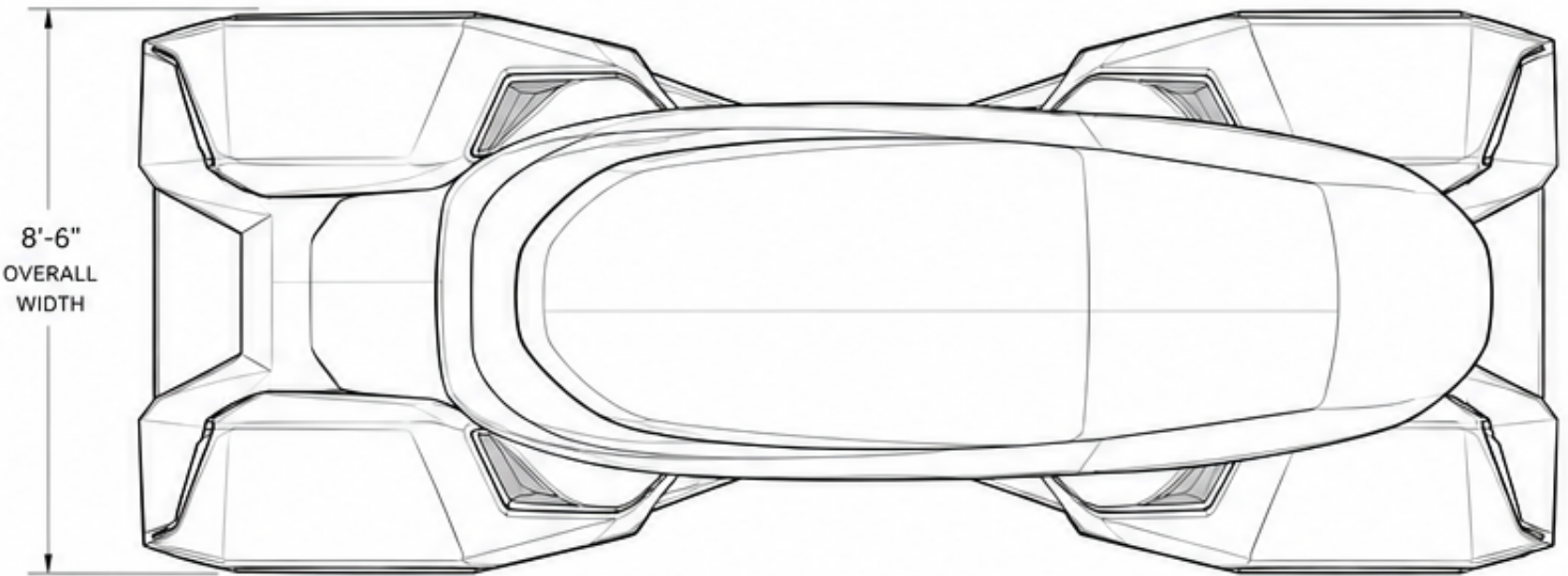
SIDE VIEW



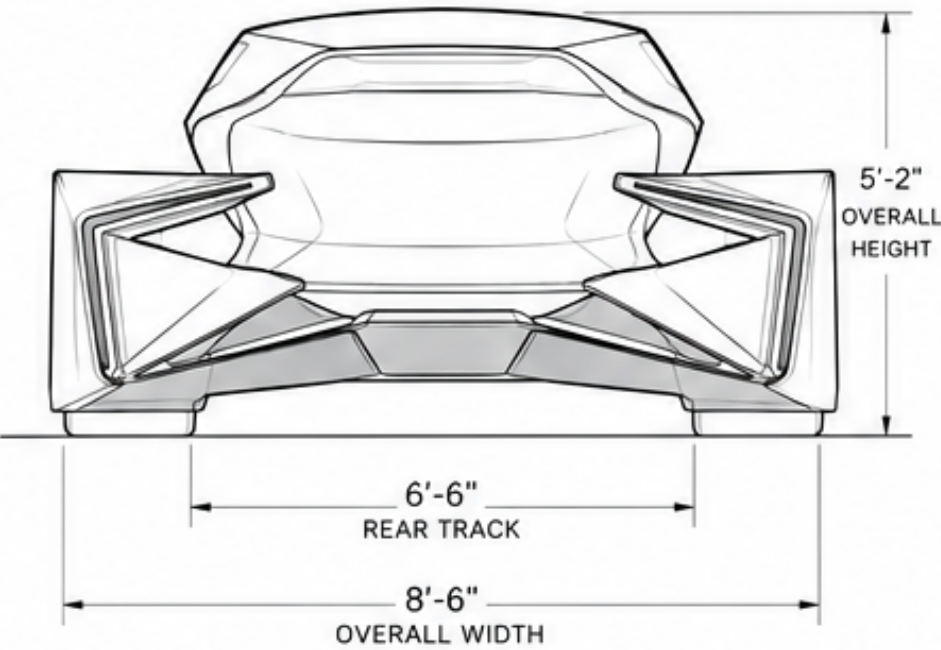
FRONT VIEW



TOP VIEW



REAR VIEW

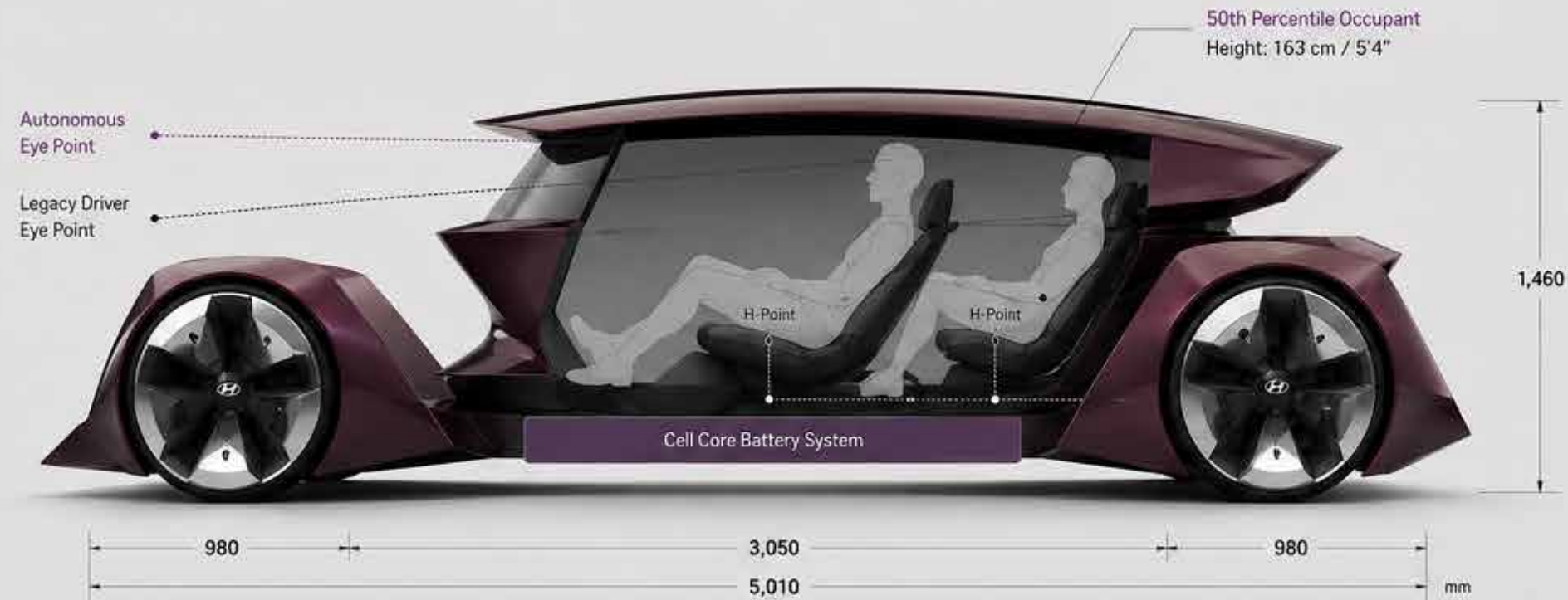


DIMENSIONS	
OVERALL LENGTH	19'-0"
OVERALL WIDTH	8'-6"
OVERALL HEIGHT	5'-2"
WHEELBASE	13'-0"
FRONT OVERHANG	3'-0"
REAR OVERHANG	3'-0"
FRONT TRACK	6'-6"
REAR TRACK	6'-6"
GROUND CLEARANCE	6"

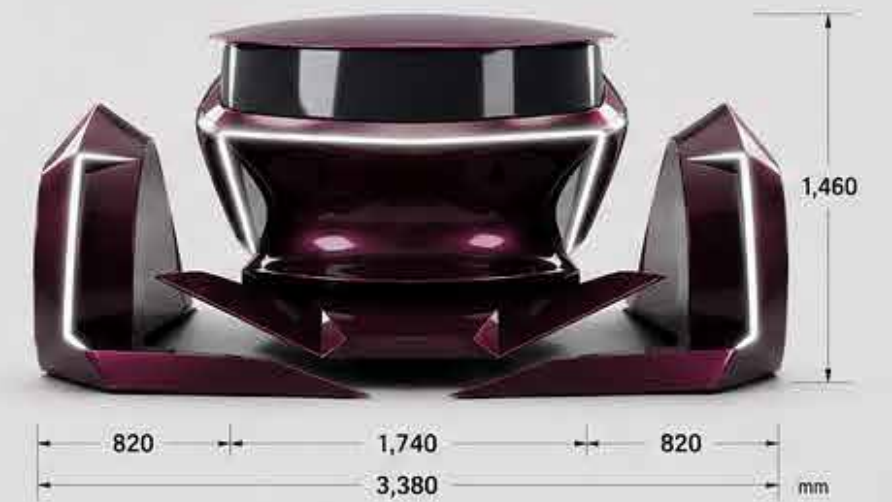
SCALE: 1/4" = 1'-0"

- Structural Chassis / Frame
- Floor Structure
- Cell Core Battery System
- Occupant / Seating
- Ingress / Egress Volume

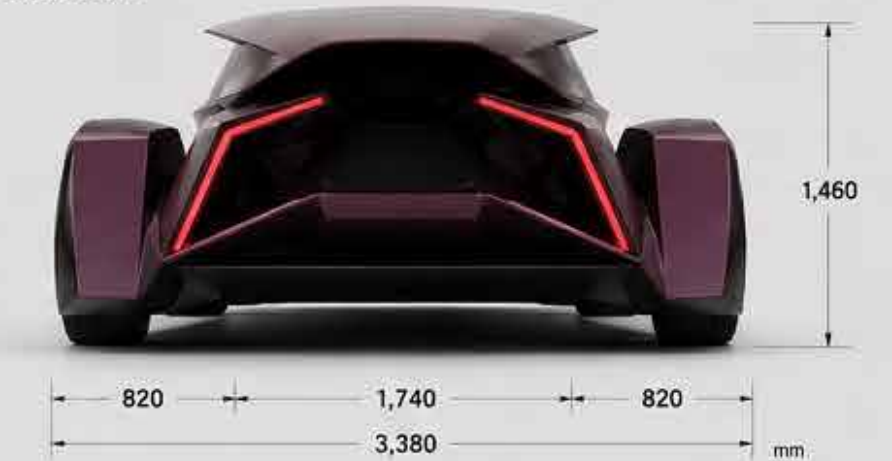
SIDE VIEW



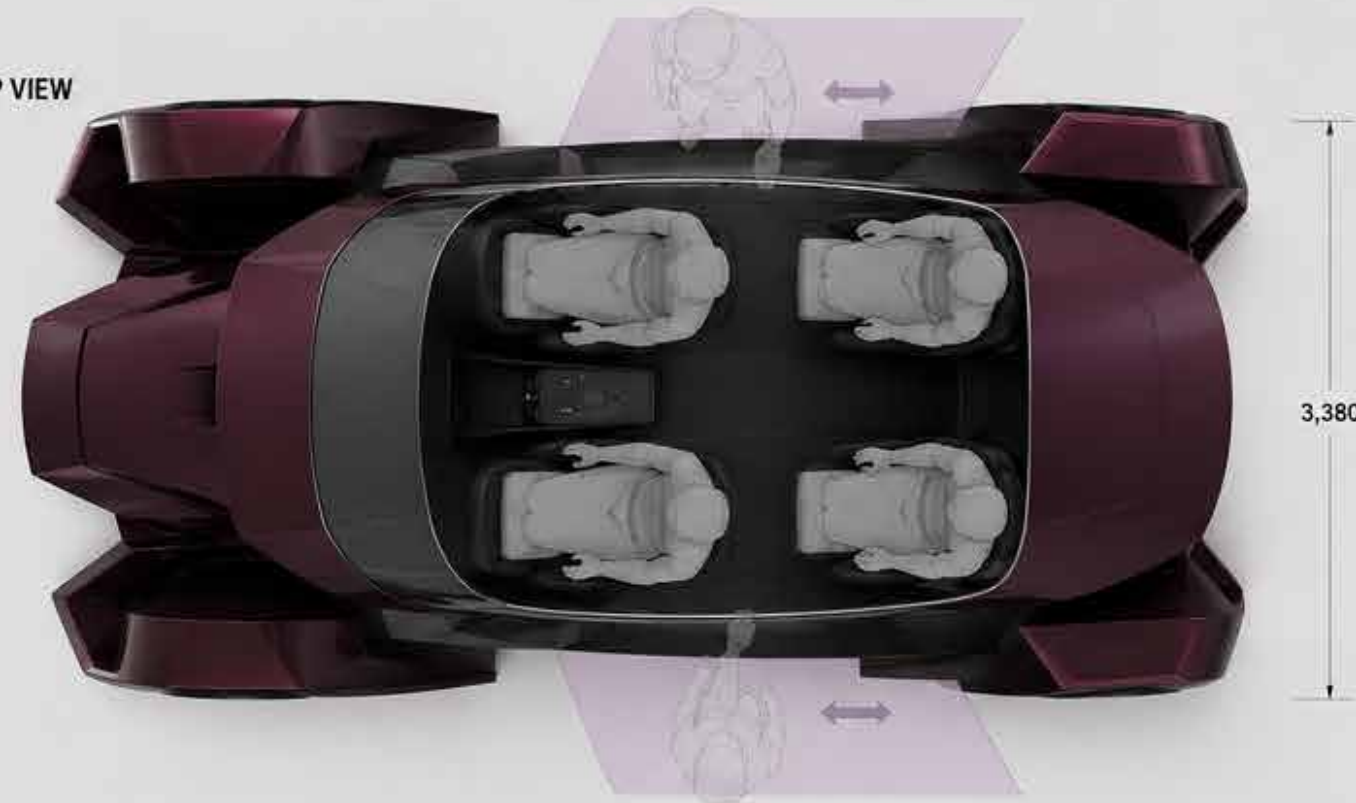
FRONT VIEW



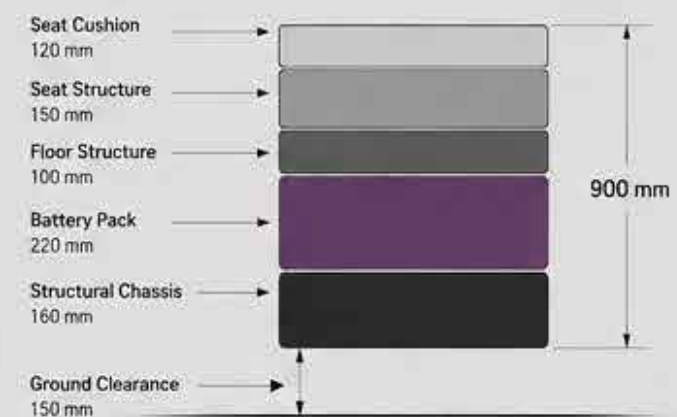
REAR VIEW



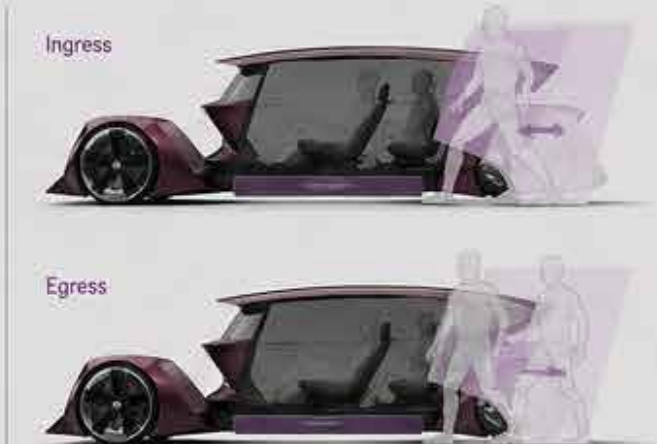
TOP VIEW



FLOOR PACKAGING SECTION (SIDE)



INGRESS / EGRESS VOLUME



All dimensions are shown in millimeters.
Packaging shown for autonomous lounge configuration.



LiDAR

360° detection and mapping.
Integrated into the roof profile
for optimal range and minimal
visual impact.

Cameras

Wide and narrow FOV
cameras for object
detection, tracking,
and environment
understanding.

Cameras

Wide and narrow FOV
cameras for object
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and environment
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Radar

Short and long range
radar units integrated
into the body for all
weather perception.

Ultrasonics

360° proximity sensing
for close-range obstacle
detection and safe
maneuvering.

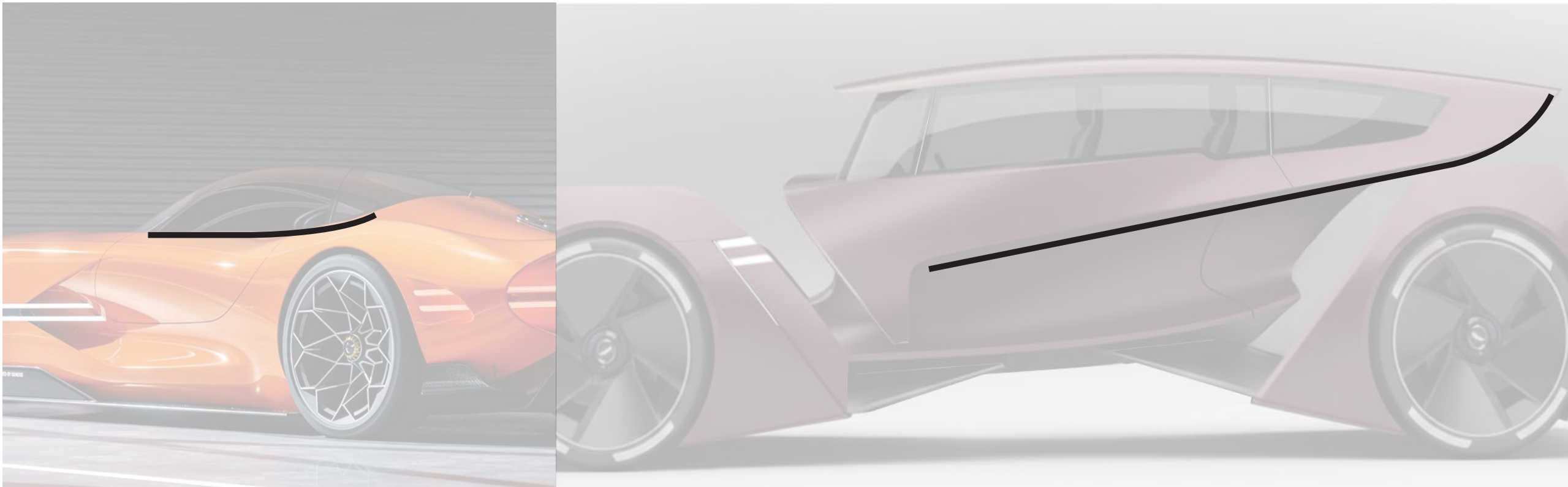
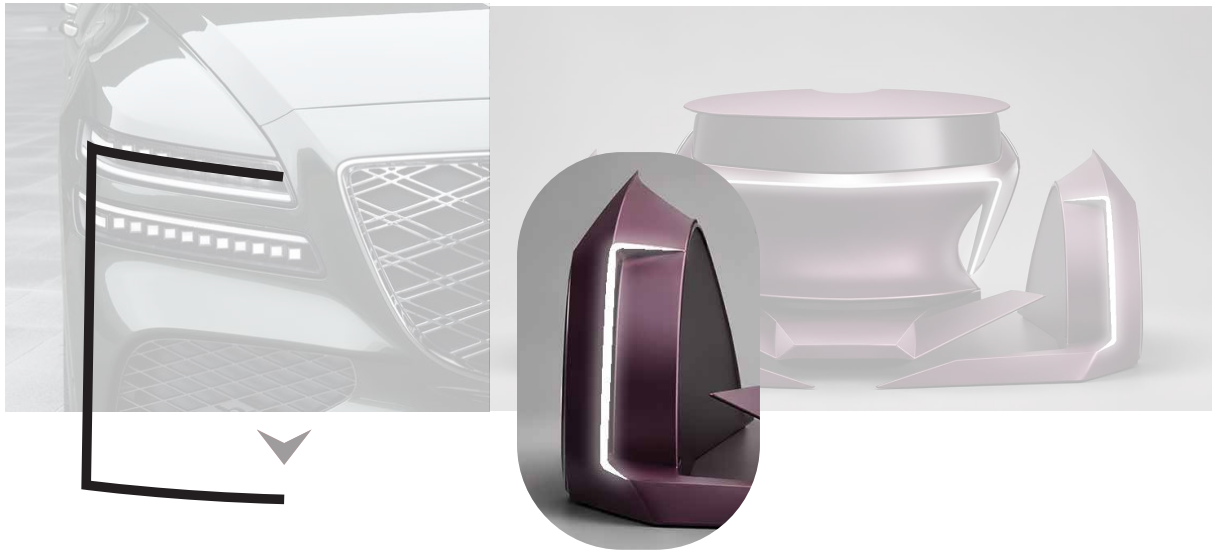


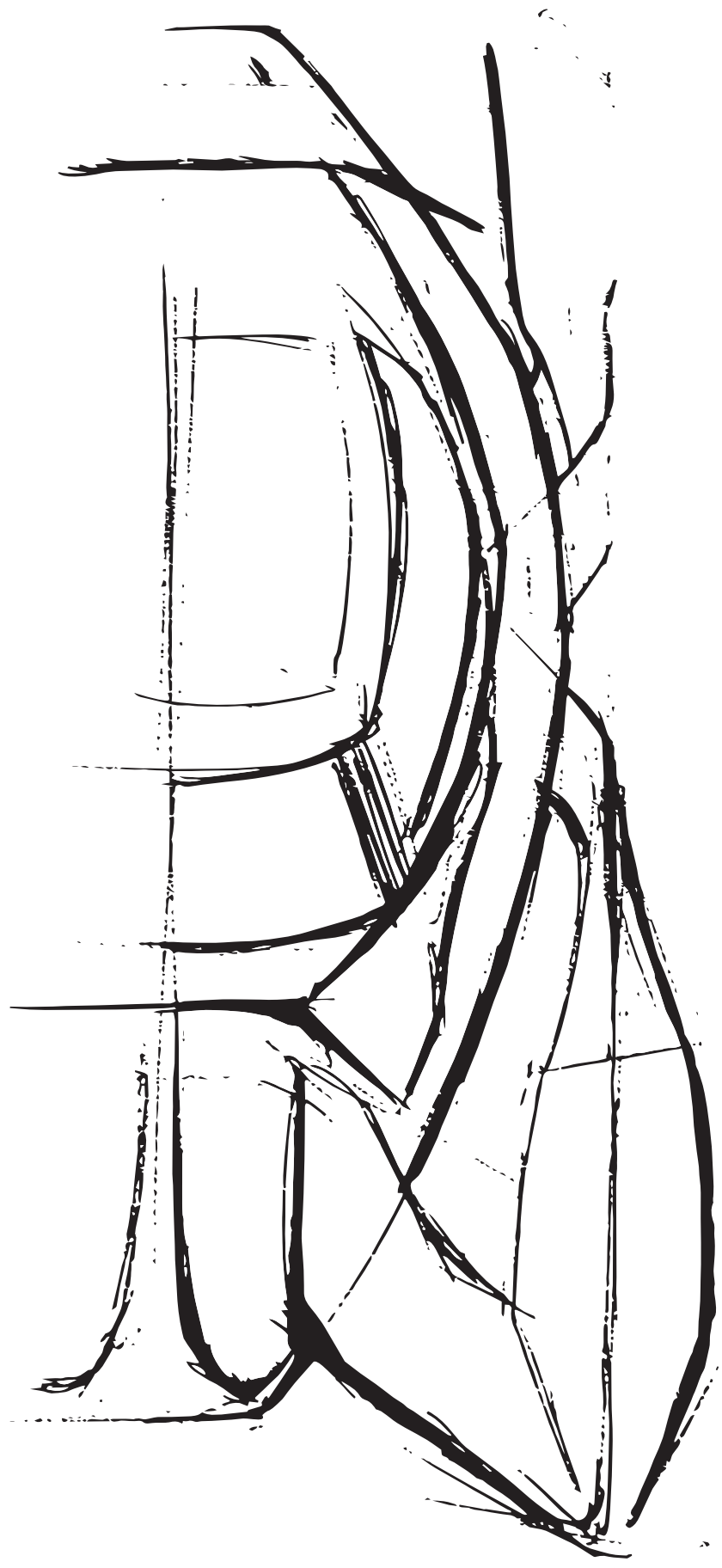
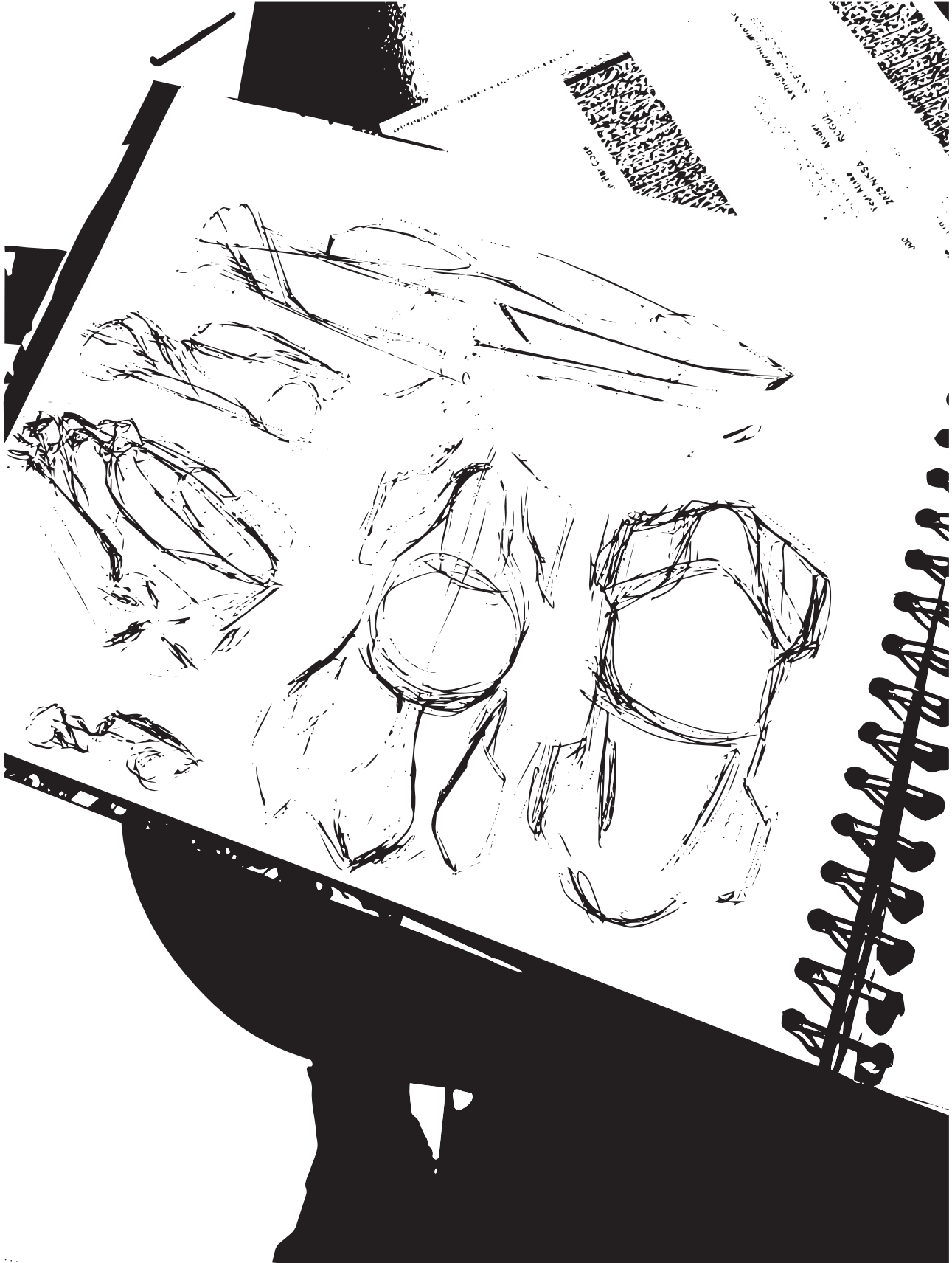
Hot Rod DNA

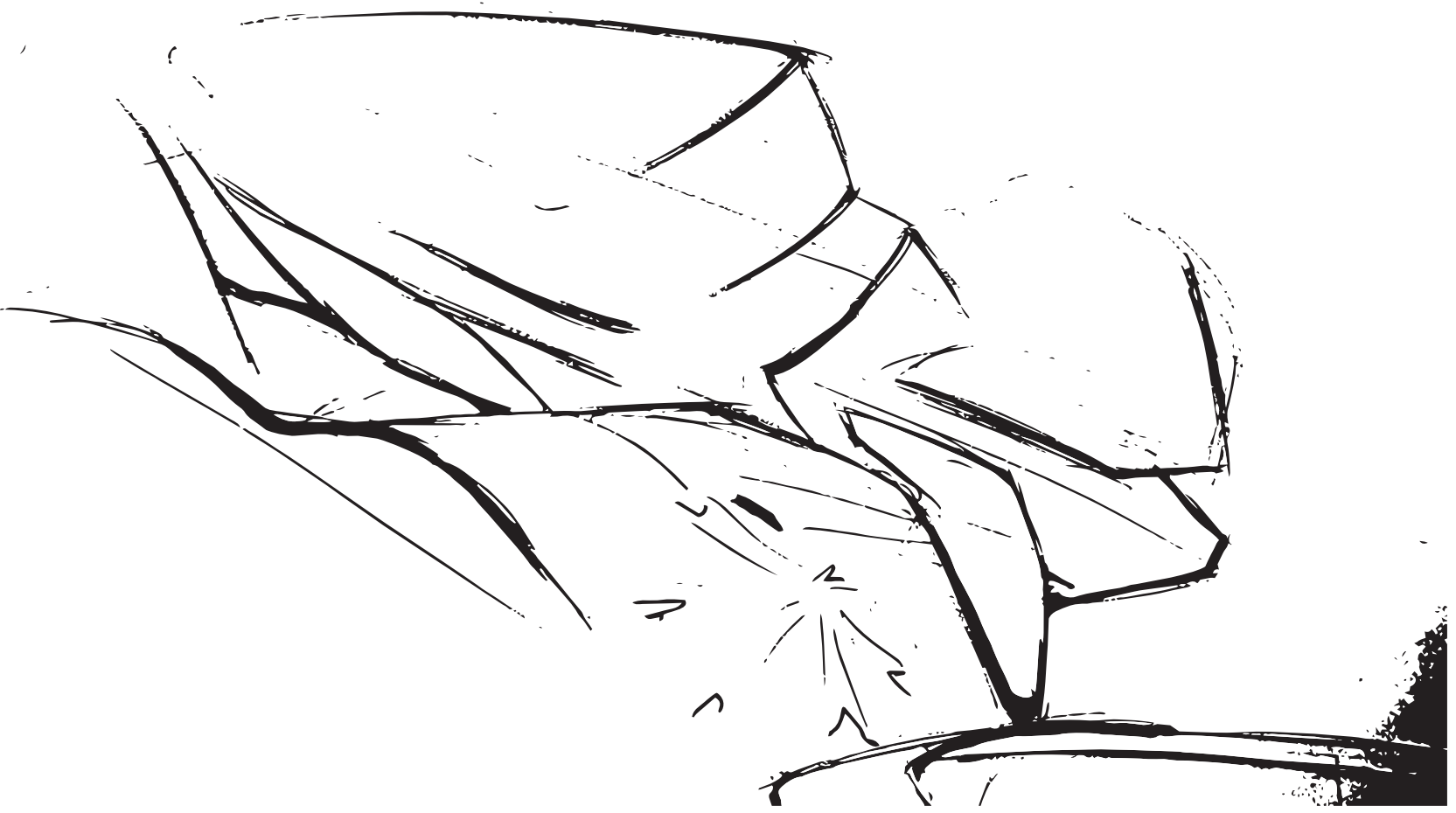
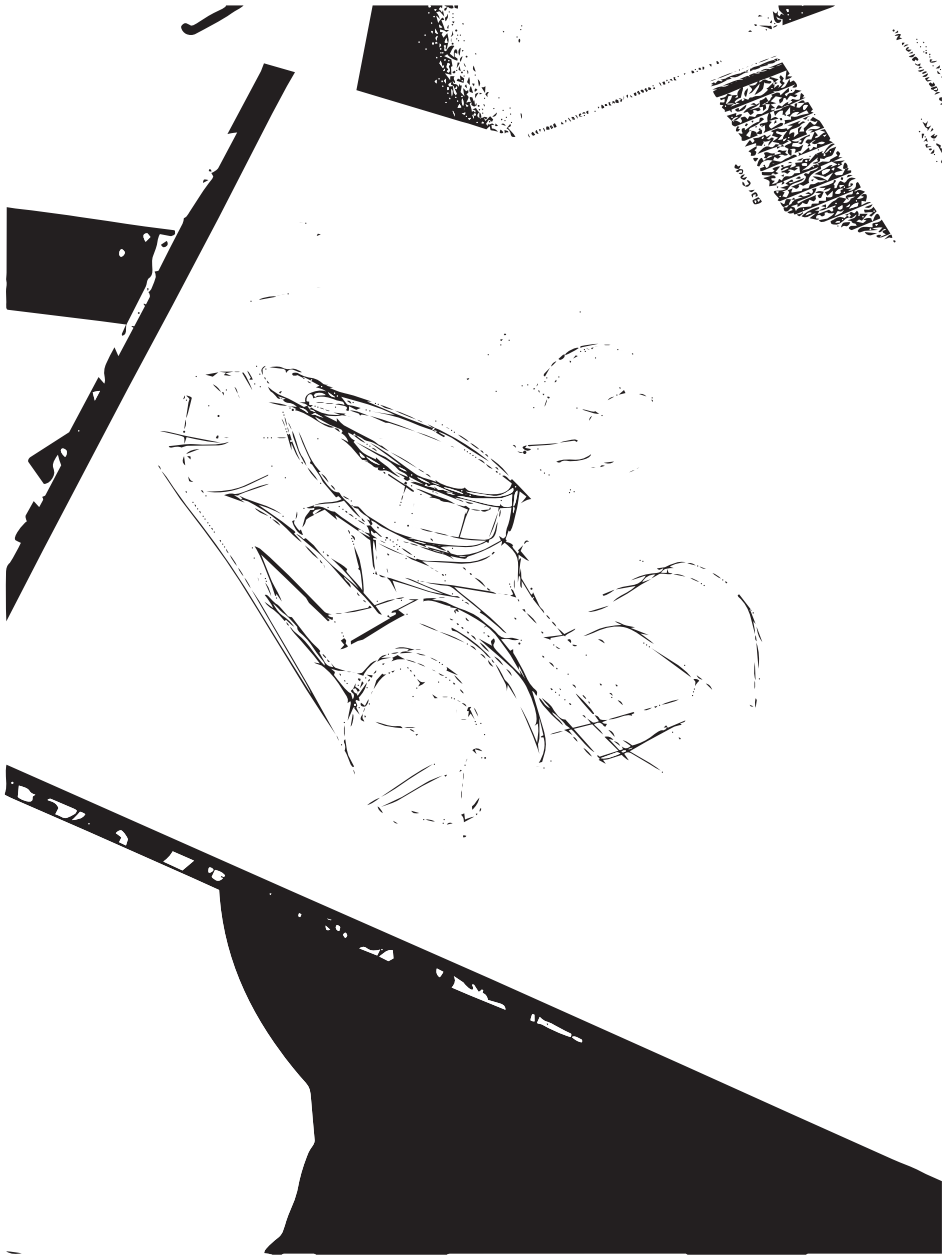
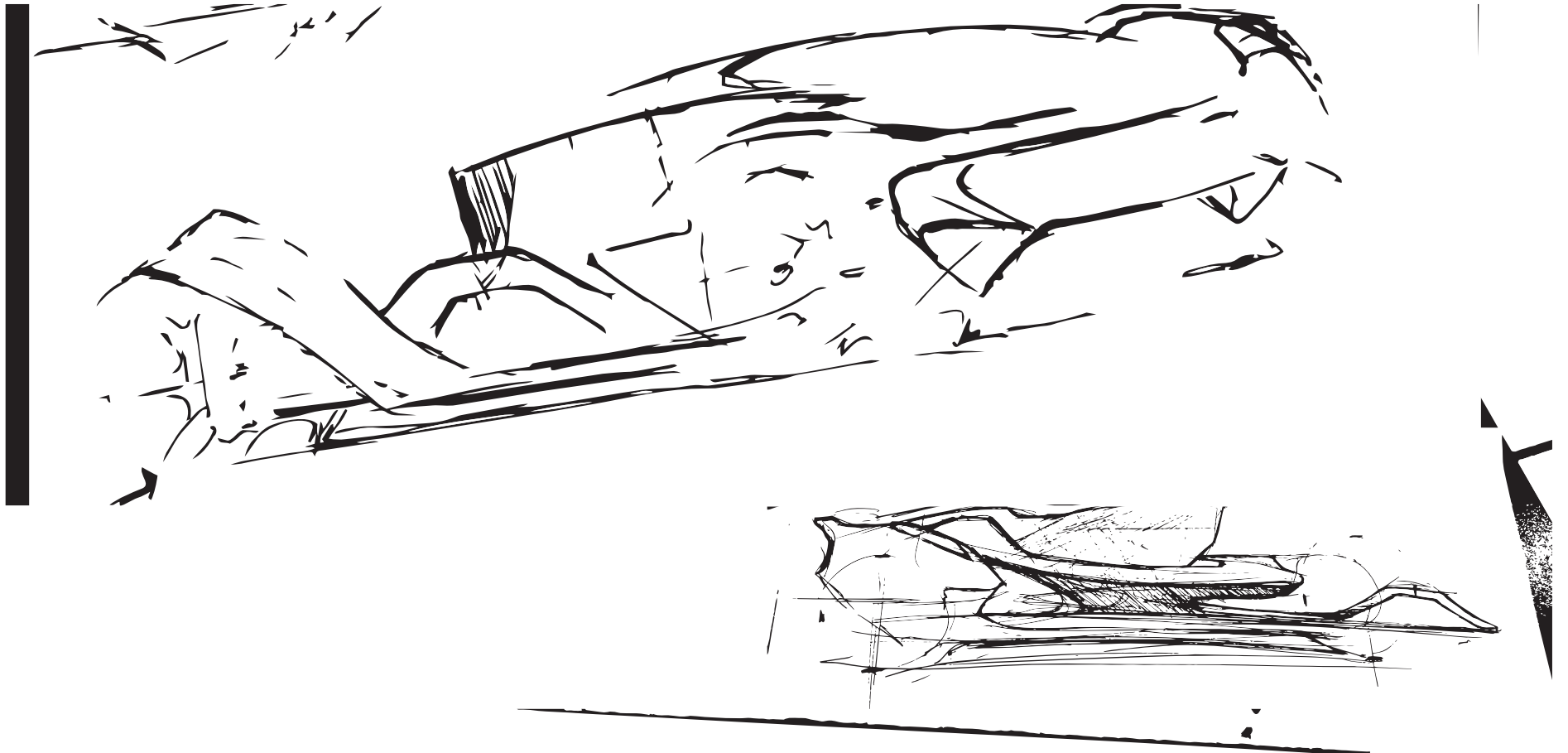
Firewall Cutaway

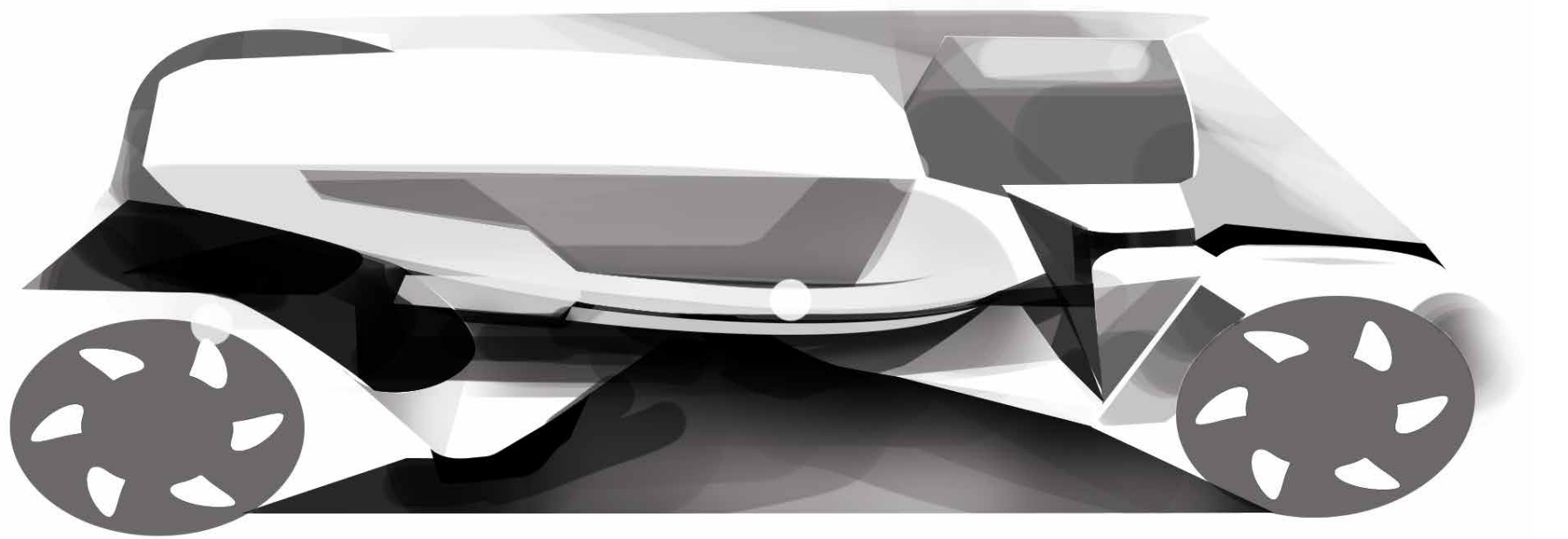
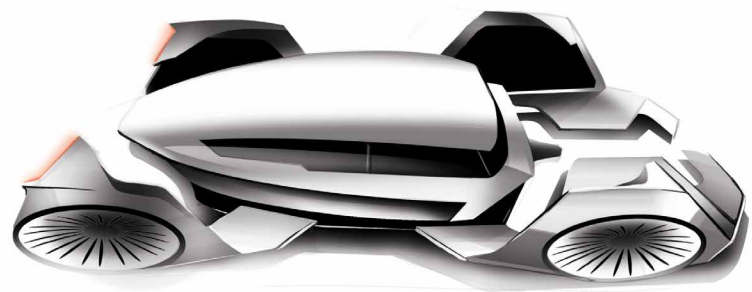
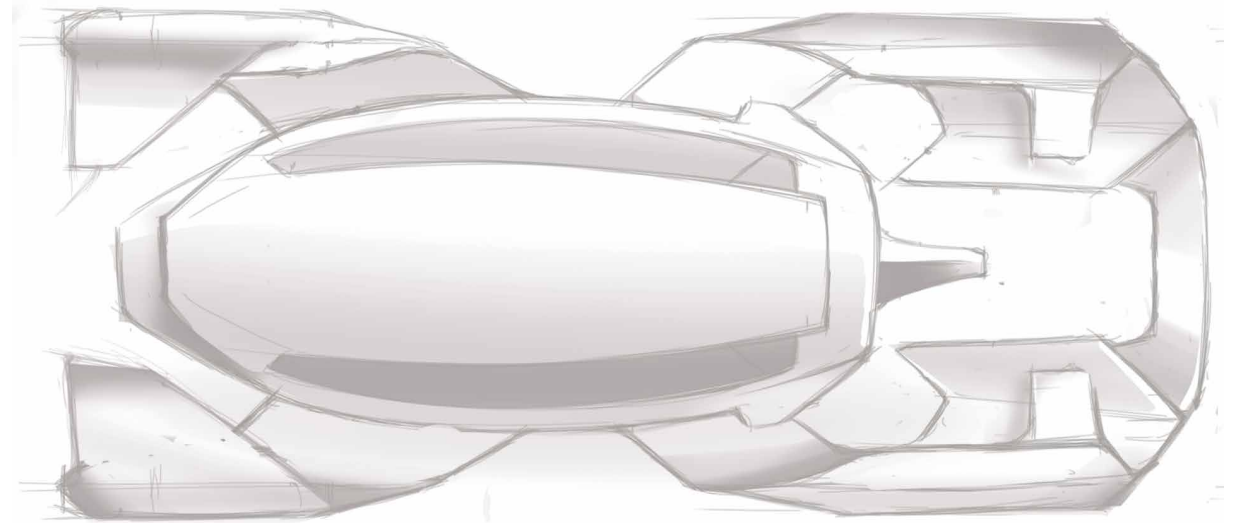
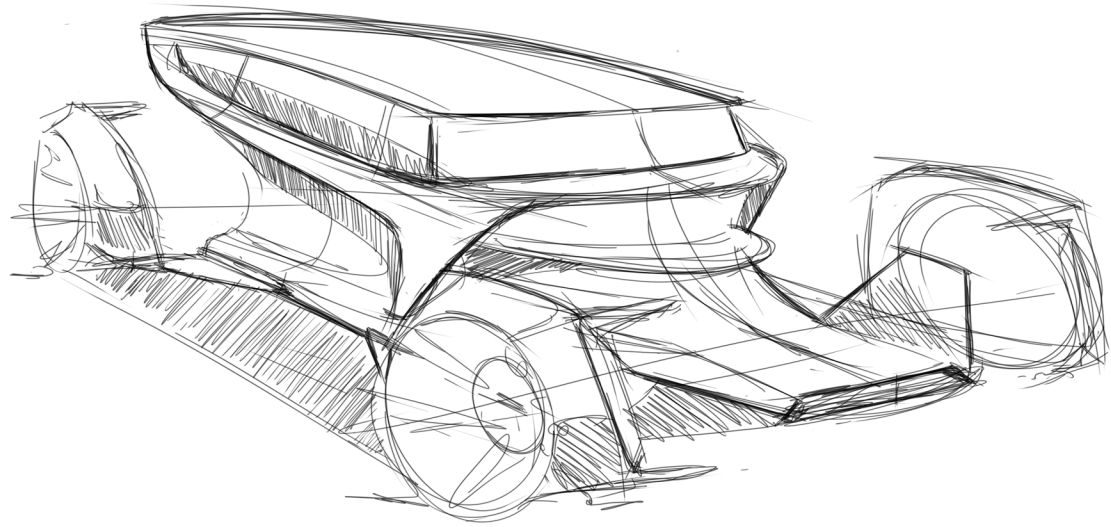


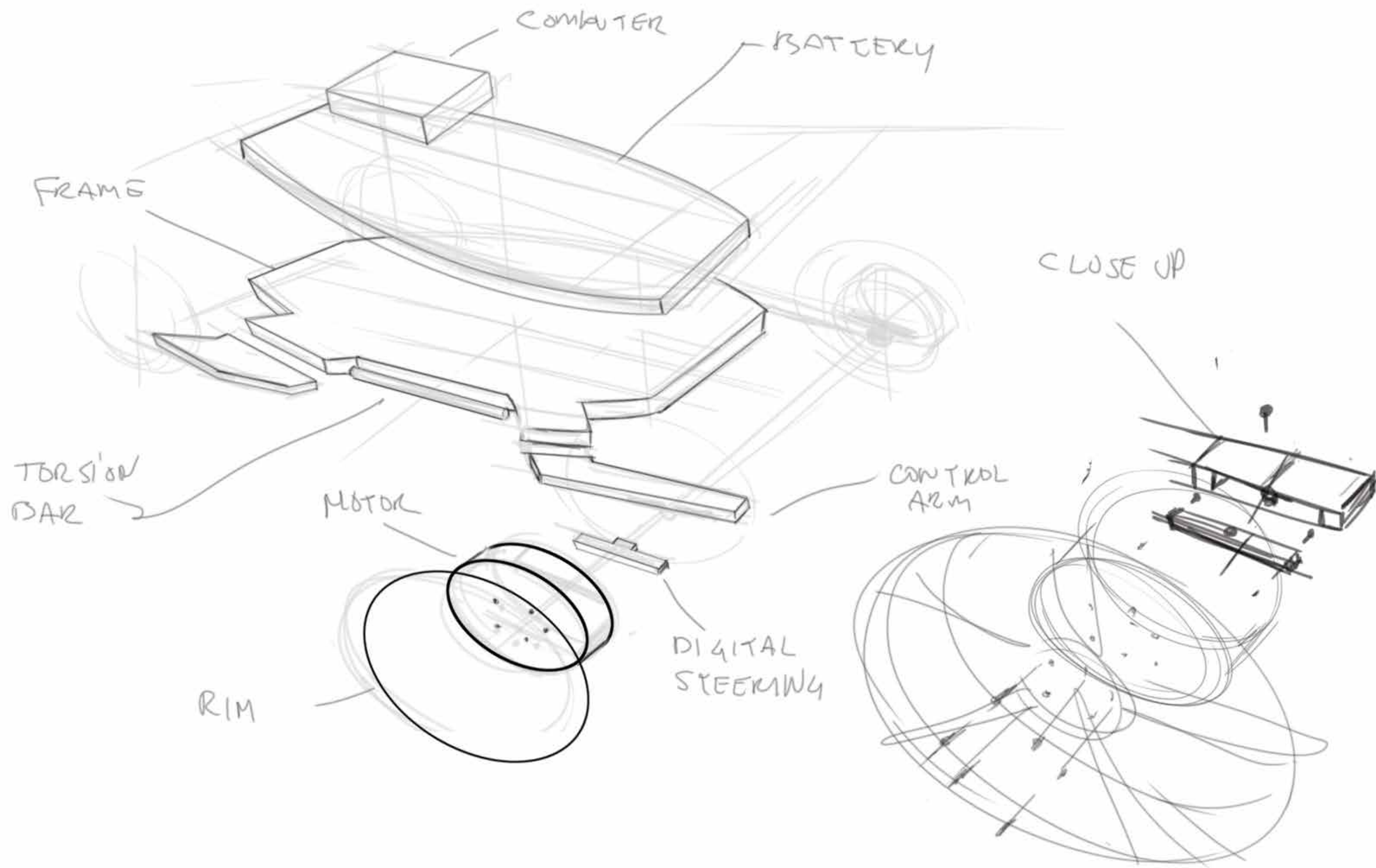
Genesis DNA



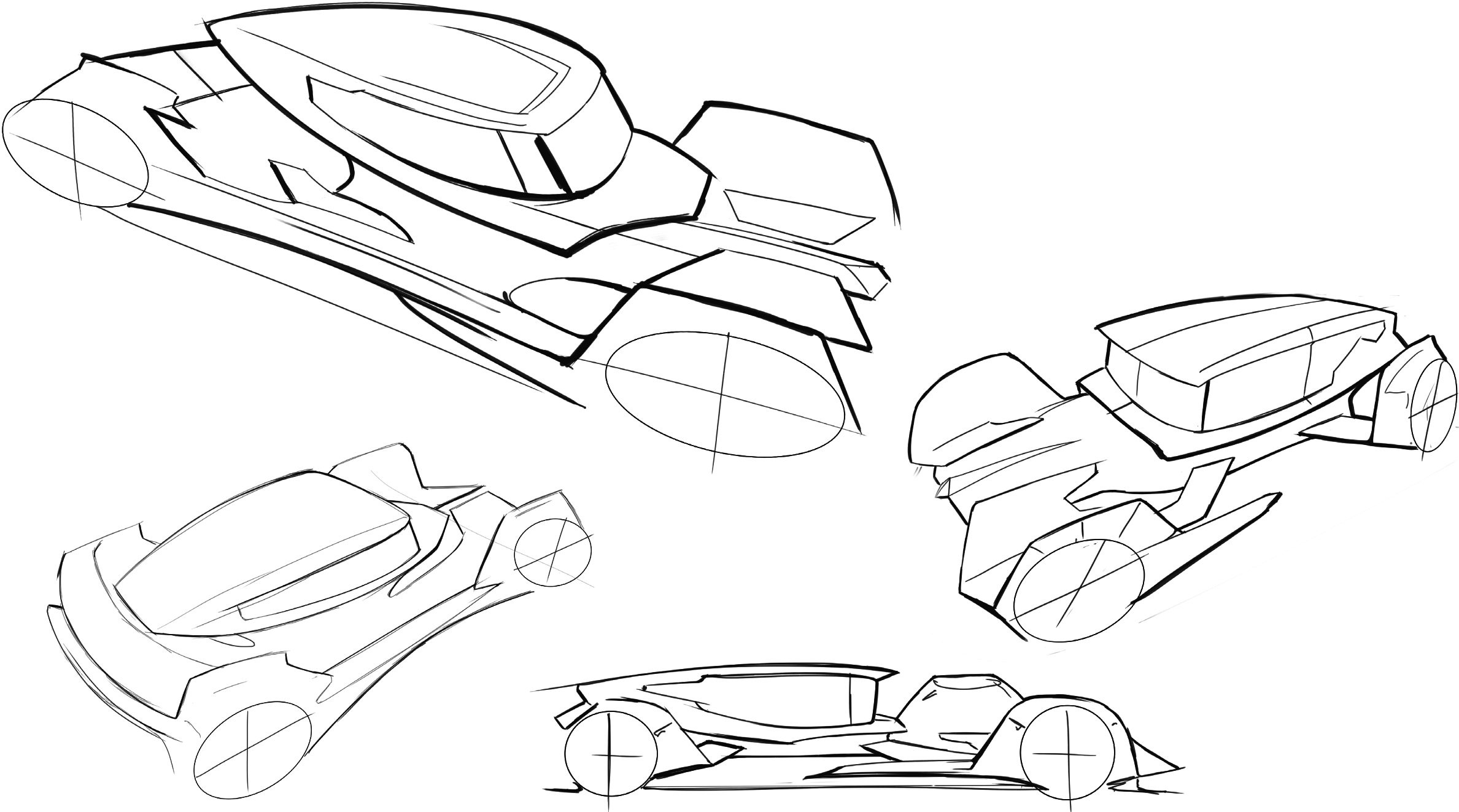


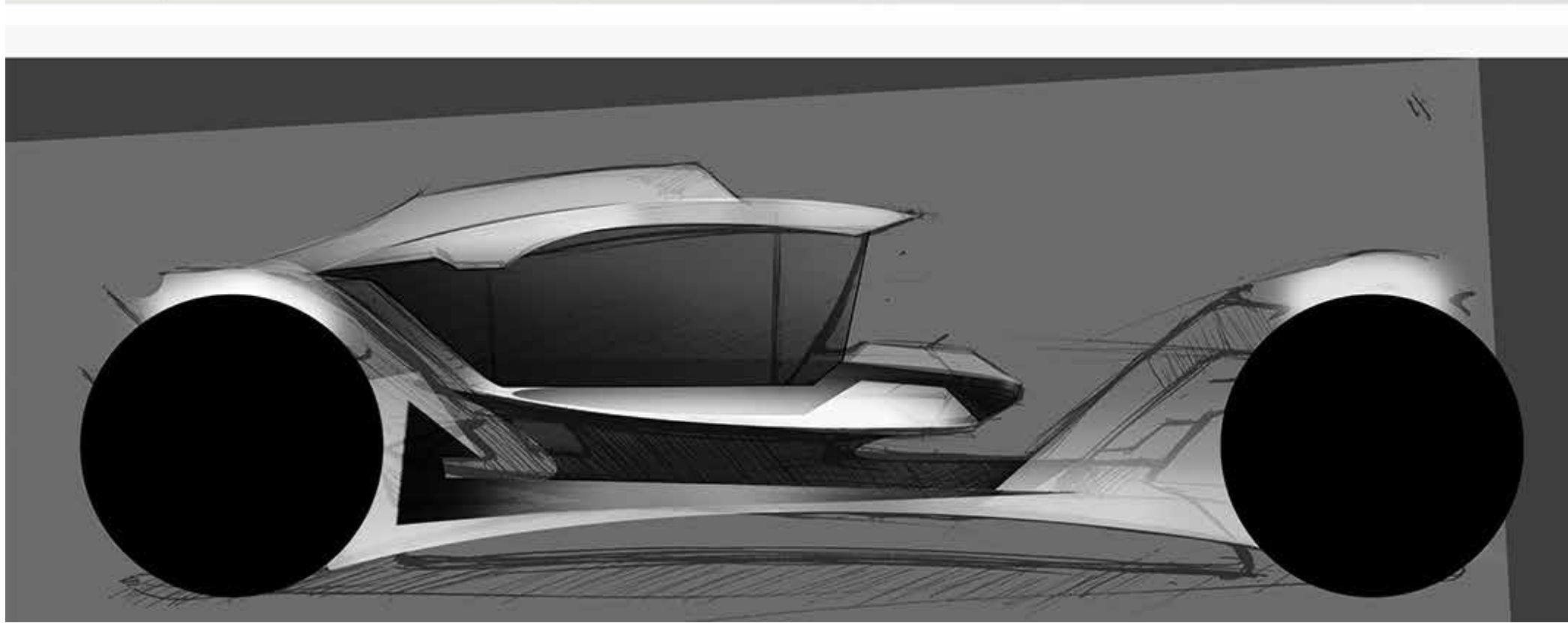
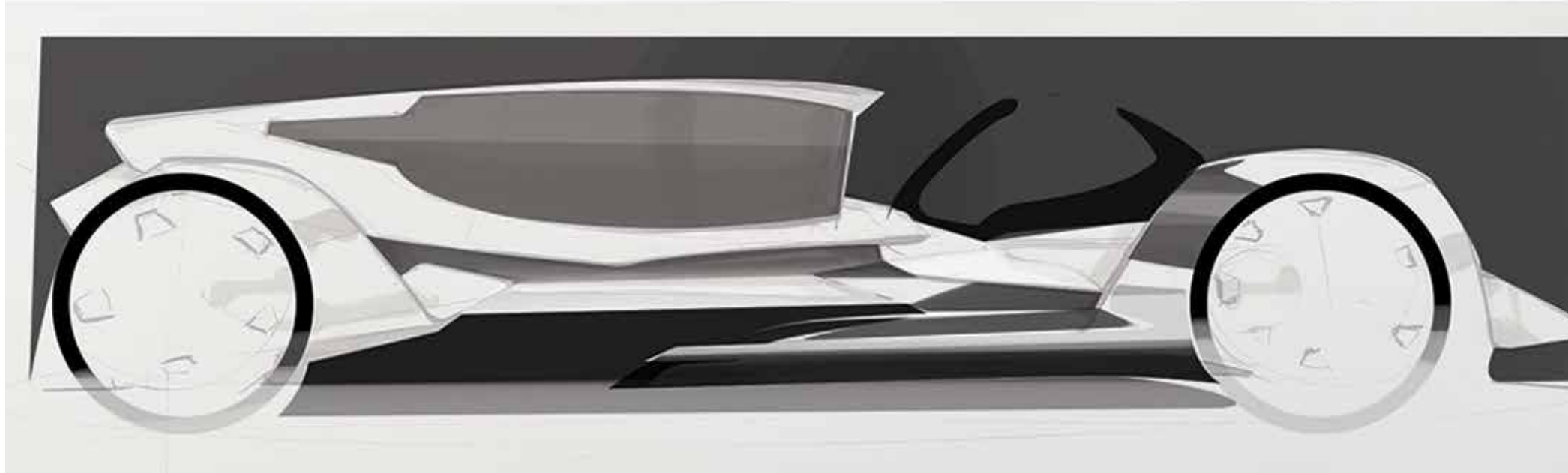
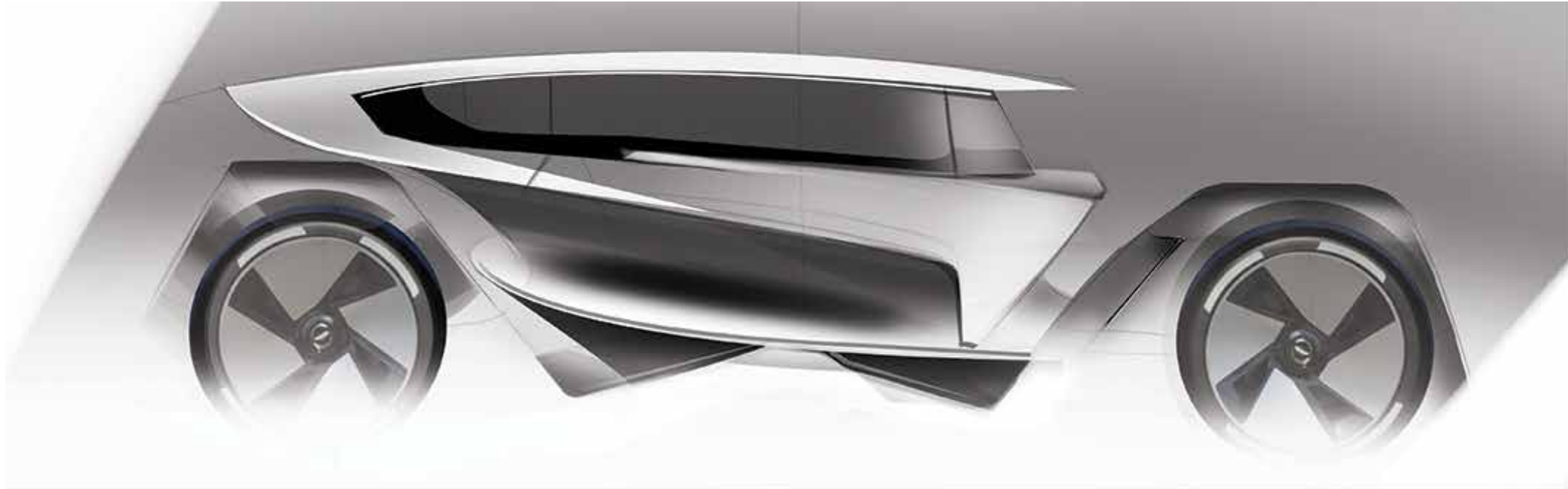


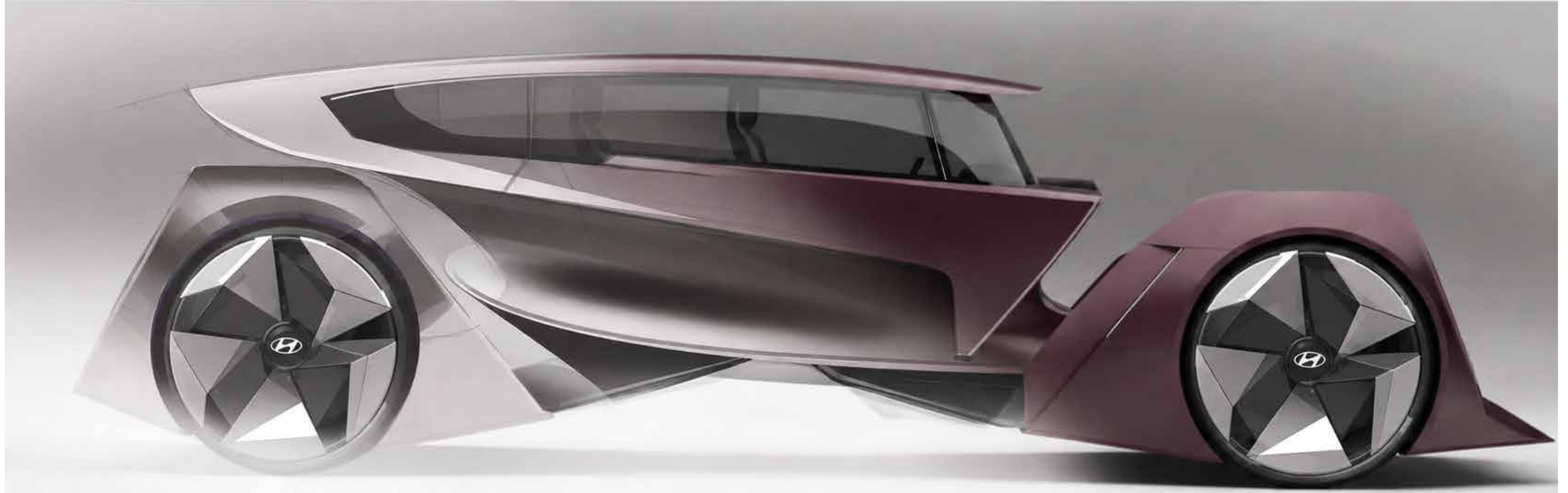
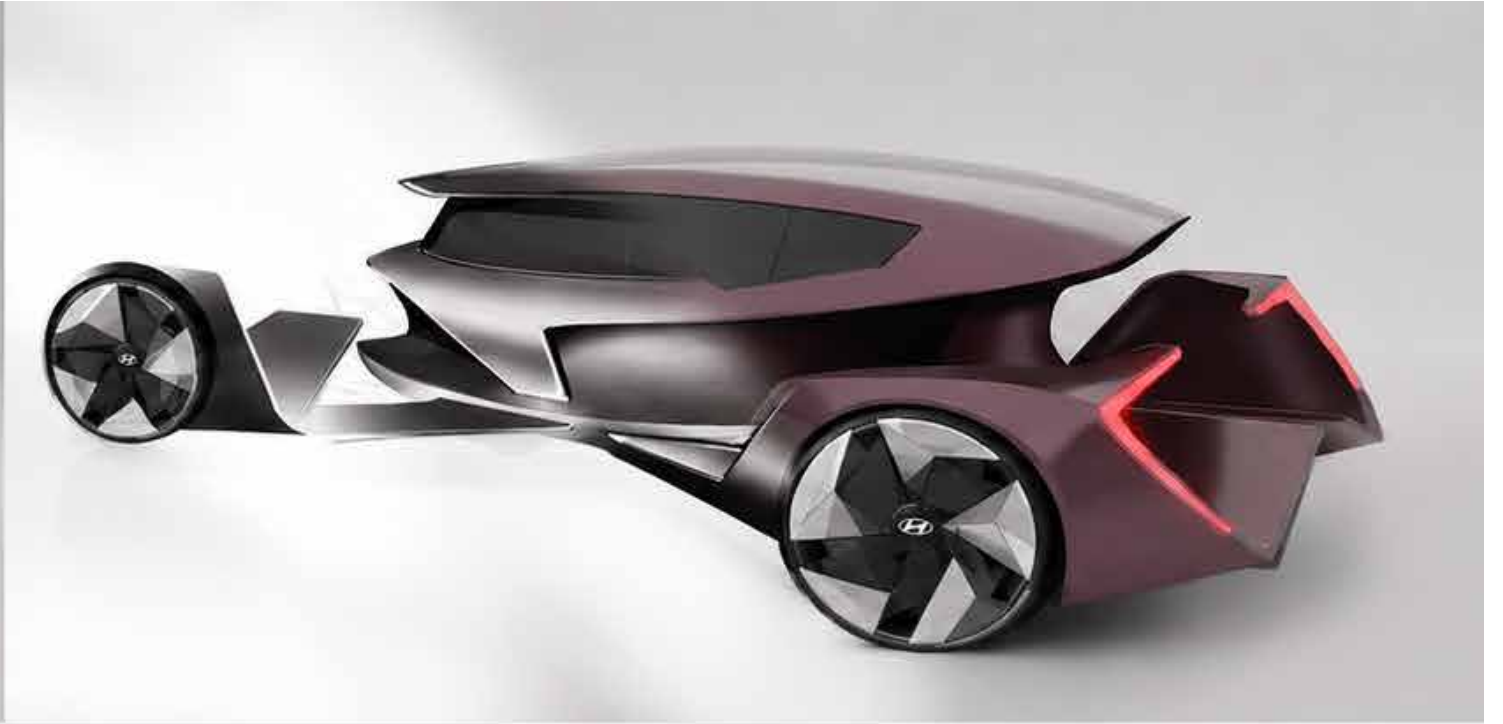




Flex Architecture

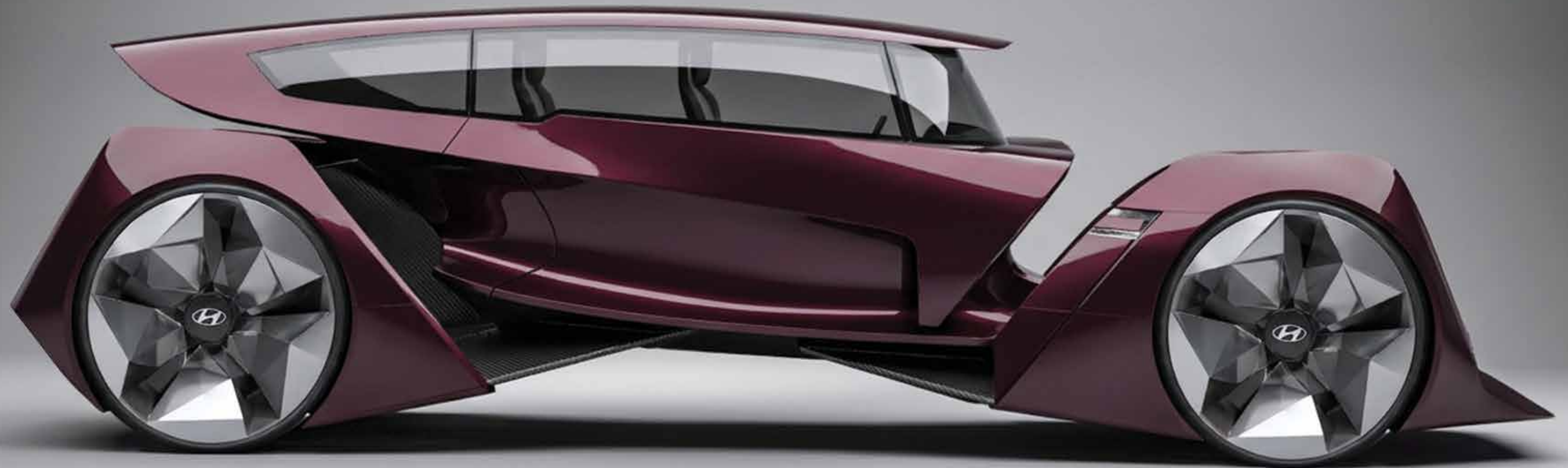






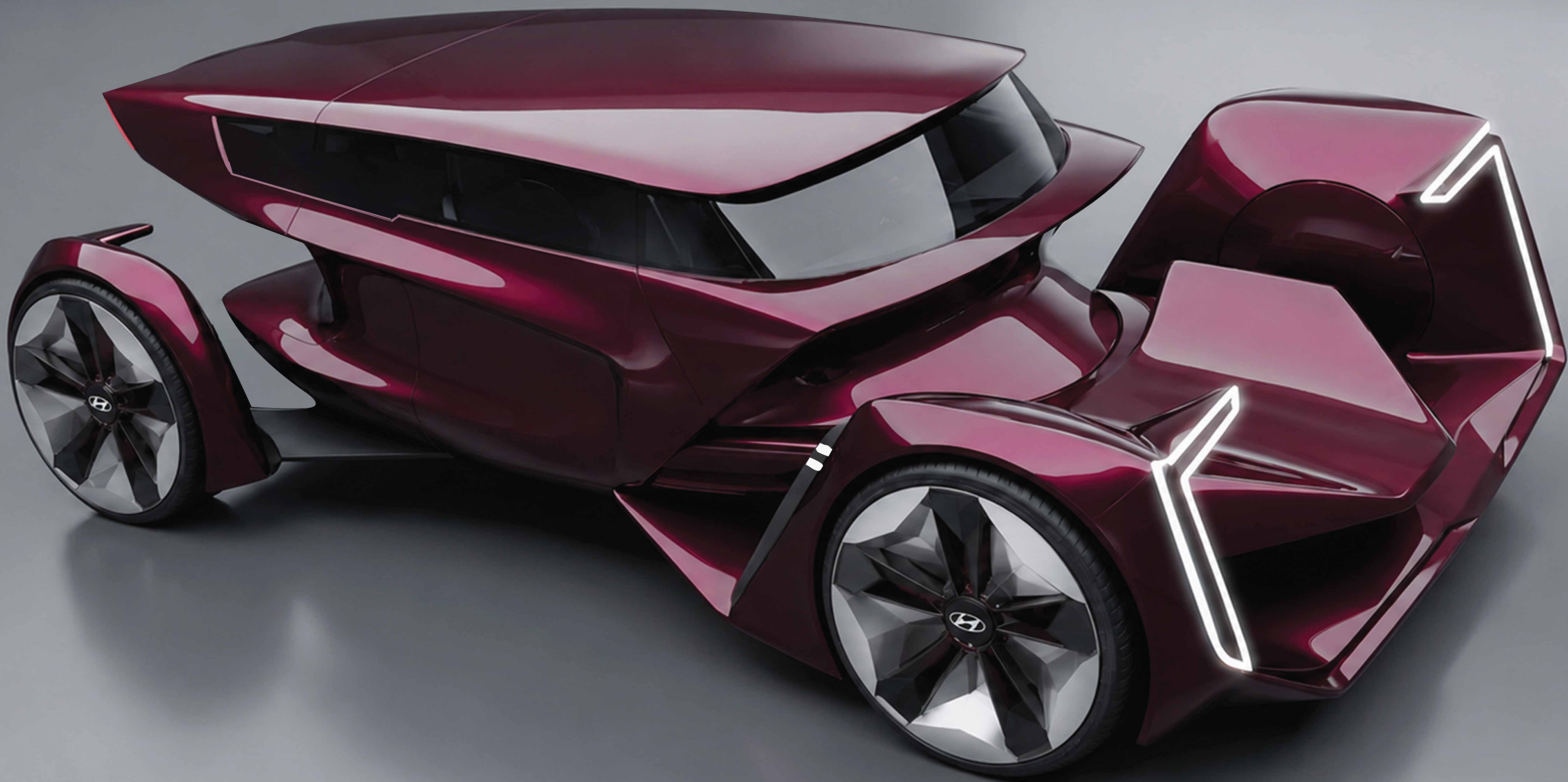
Final Design

Sideview



Final Design

Front 3/4



Final Design

Front



Final Design

Rear 3/4



