



audrey seguin | automotive designer
and more...

Design [di'zain] :
*Design is the **process** and **art** of planning and making detailed drawing of something.*

After graduating from Art Center Europe, I elected to attend CCS in Detroit to learn Alias, which I did for 6 months, working on my own project directly with one tutor. As a result, I was hired directly into Alias, working for one year as a freelancer, in Milano. In this role, I made many presentations about Alias to the studios of Bertone, ItalDesign, Fiat, Pininfarina, Mandarin Duck and other Italian clients. During this time, I learned to speak basic Italian, eventually to the level where I was teaching classes in Italian for up to 10 people at a time. Then I moved to the Alias Office in Paris where, in addition to presentations, I taught the software to French in-house designers of Peugeot, Citroen, Renault, Salomon, etc.

As a result of my experience and training at Alias, I co-founded the Digital Image Studios in Sophia-Antipolis. I had to convince a business angel, providing a clear business plan. My partner was based in Detroit, while I worked from France managing a small team. During the next 18 months we supplied OEM clients with creative design work for GM, Toyota, Citroen, and others. During this time, as a business owner, I was also engaged in business development and networking within the design community.

After Sept 11th, 2001, Digital Image closed. Soon after, one of our former clients, Toyota in Sophia-Antipolis, offered me a six-month contract as a senior designer in charge of setting up the Alias department. This contract led to the development of further clients.

At Magna Steyr, I was assigned to open a new design studio in the south of France. During this time, I continued to develop my network of more clients, using my contacts to bring new business into Magna Steyr.

For one of Magna's major OEM contracts, I found the client, led all the meetings, and the development of a production interior design project. My role was as a design leader, leading 5 designers plus 4 Alias modelers, to create the initial concept work. In competition with the OEM's internal studio, and other suppliers, I presented their full-size model to top management.

Later at Magna, I identified a major OEM automotive client based in India. I provided the timing plan, head count, budgets, method of design and deliverables (including a full-size exterior and interior) within a profitable margin. Before the end of the year, the client was engaged and the program was progressing successfully according to the plan.

At the end of 2007, my contract expired with Magna, and I continued to work on a contract basis using my contacts and network.

At that time, I met with the challenge of managing my professional business activity while maintaining and implementing the necessary care and support required during a period of serious illness of both my parents.

Thus, I committed to the choice to actively perform well in both roles.

This experience required daily balance of a high level of my work competences, combined with selfless organization of logistical and care giver support, including estate planning, medical care, and human relationships. In context, during this period, I managed to maintain a high level of leadership skills while acquiring new experiences in areas of humanity, relationships, and business.

function form & emotion



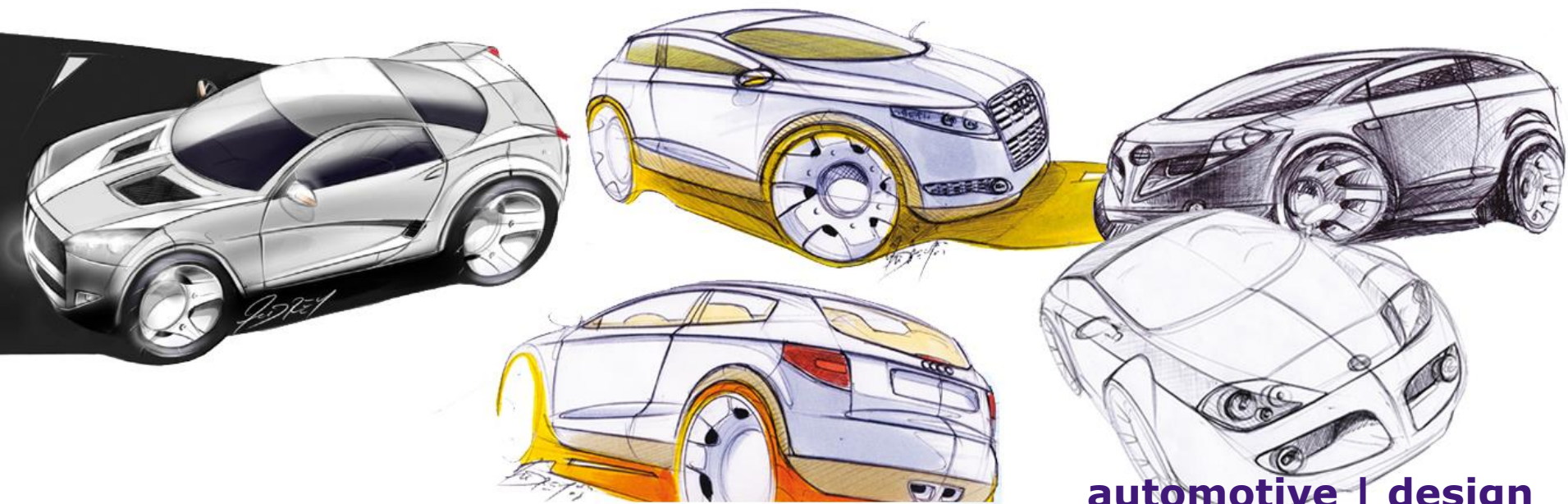
automotive | design



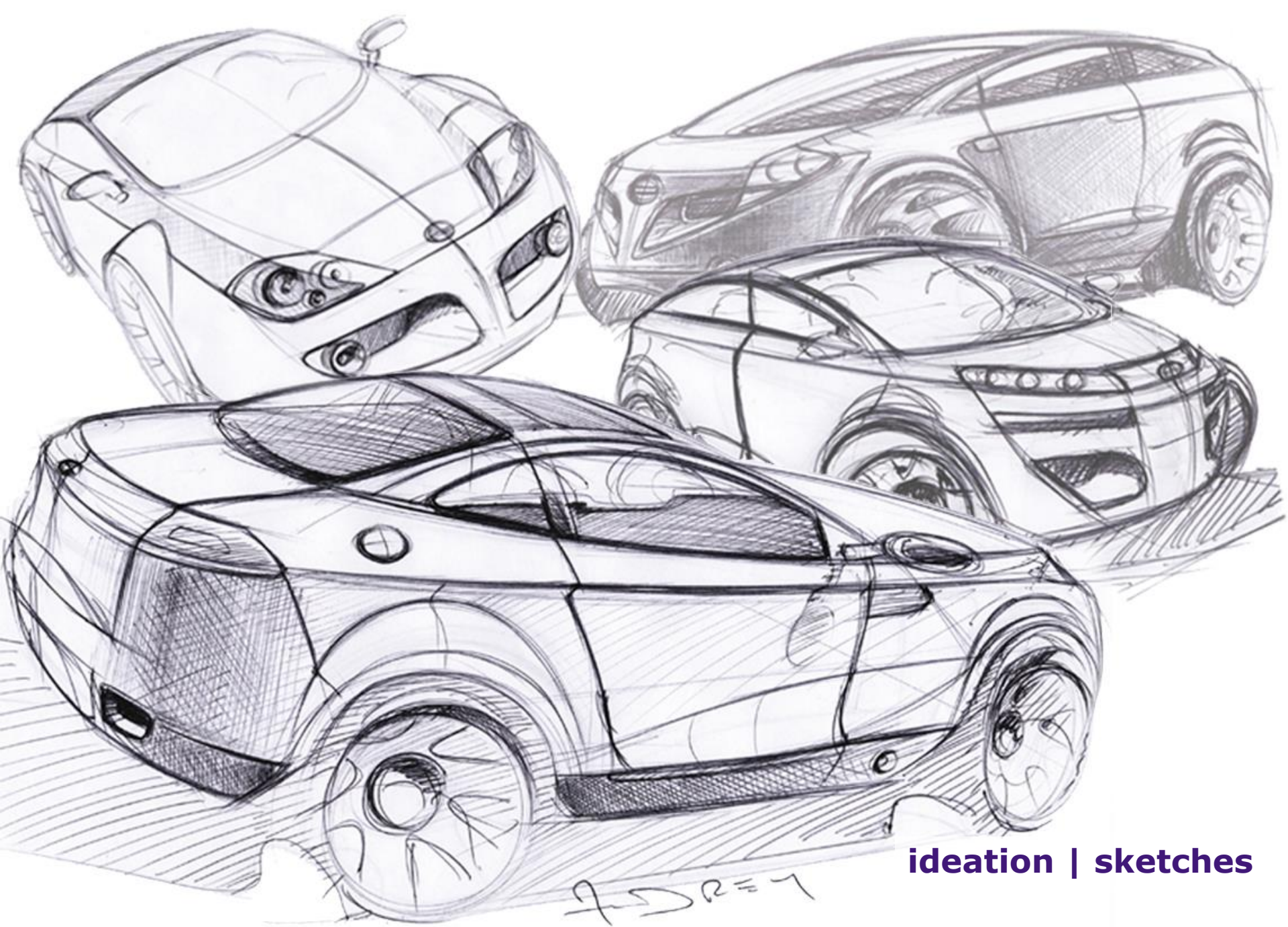
3d | cgi



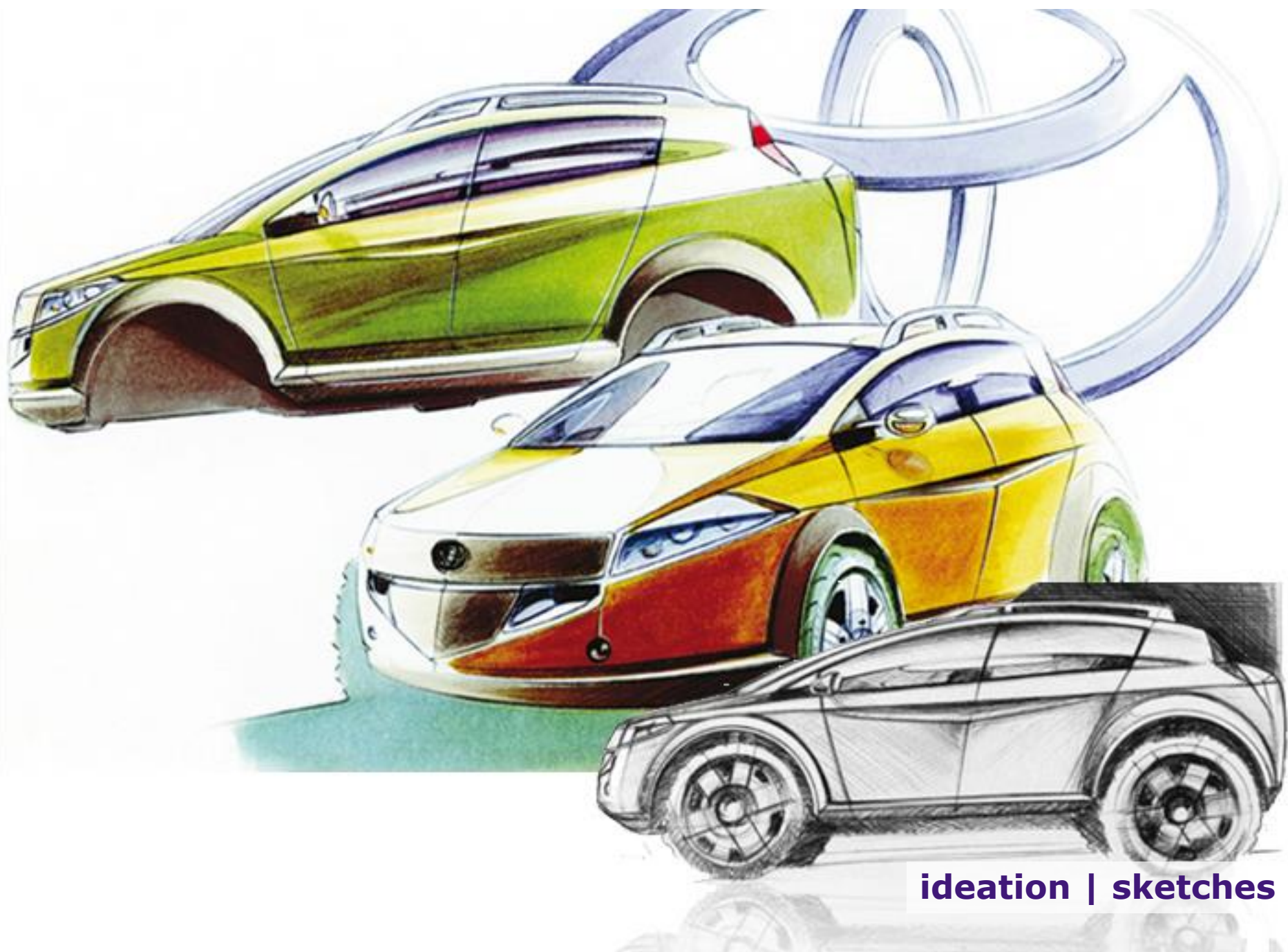
graphic | design



automotive | design



ideation | sketches



ideation | sketches



ideation | sketches



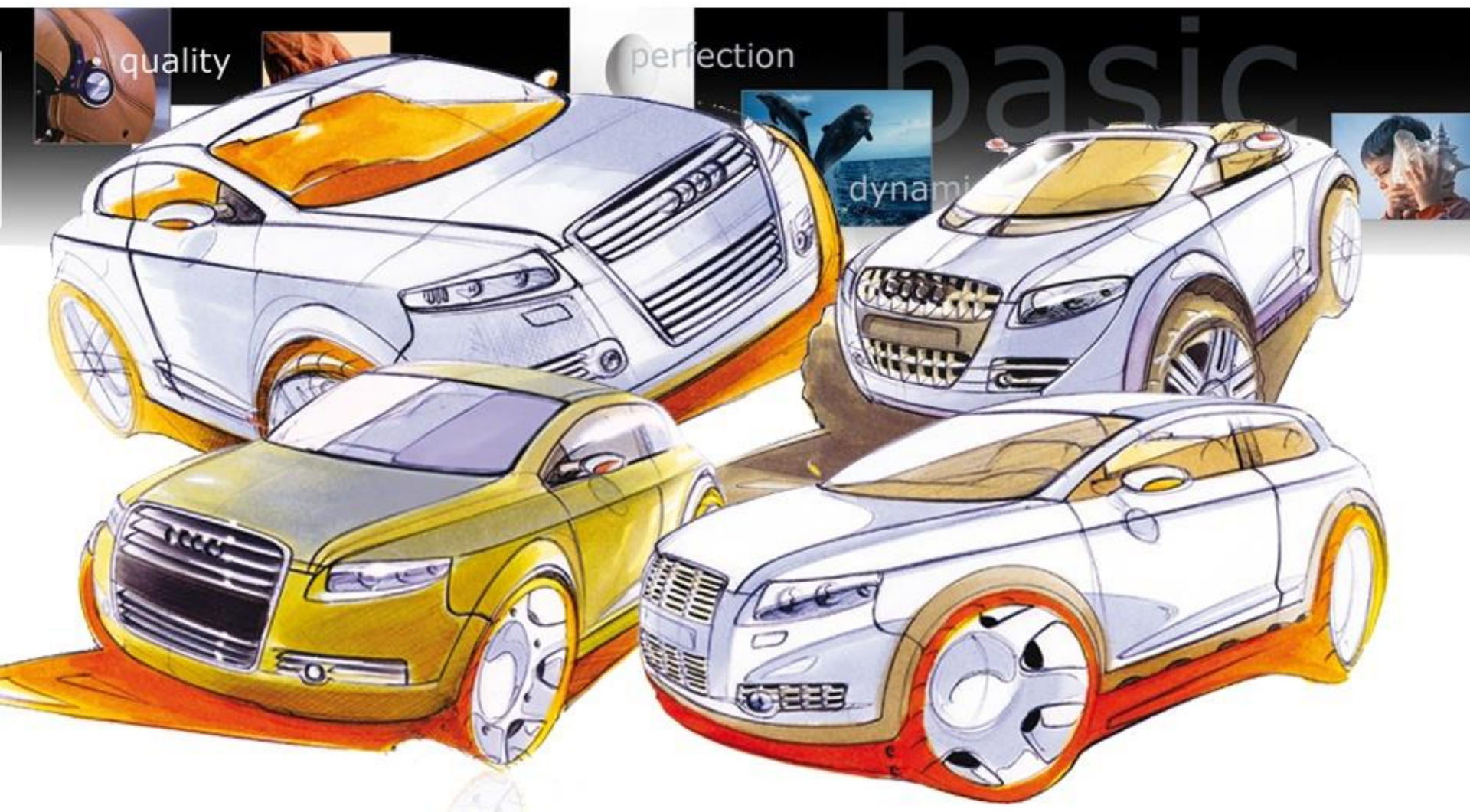
ideation | sketches



ideation | sketches



ideation | sketches



project | demo



elegance



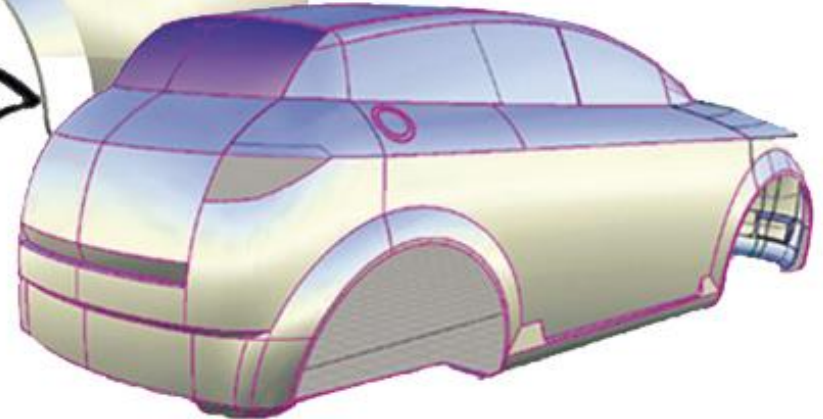
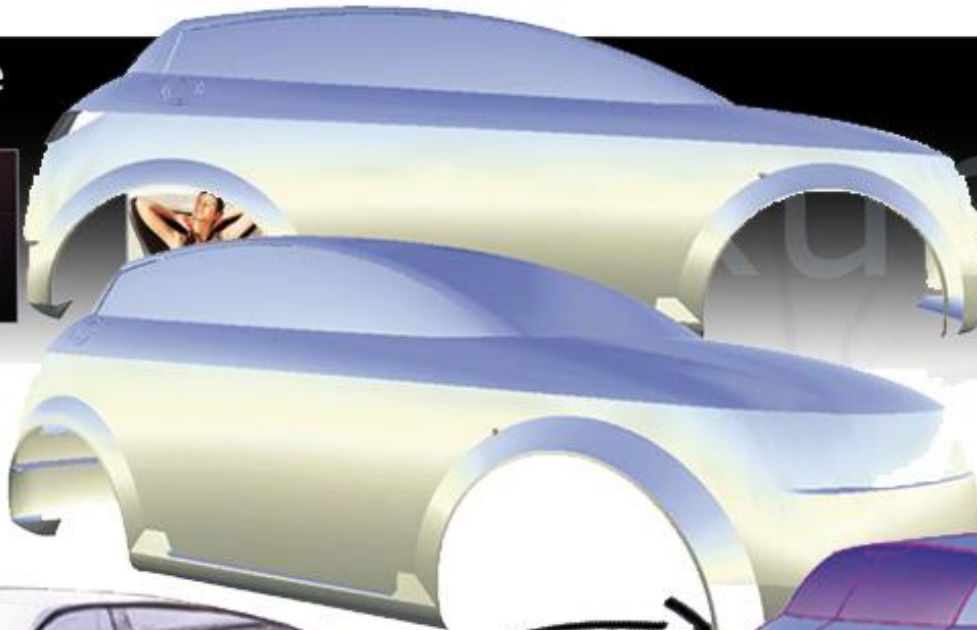
ambience



space



protection



project | demo



elegance



relax



comfort



space

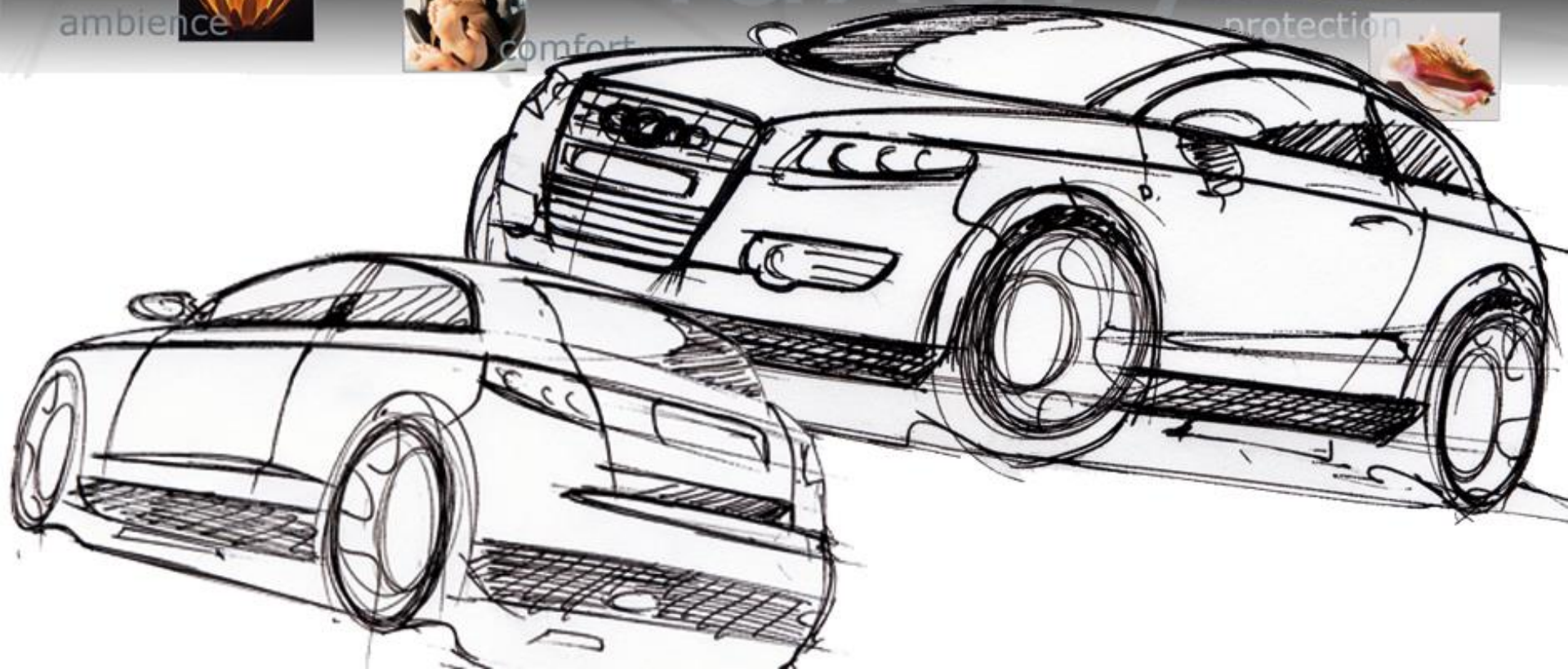


protection

ambience



luxury



project | demo

sport

high-tech



muscular



innovative



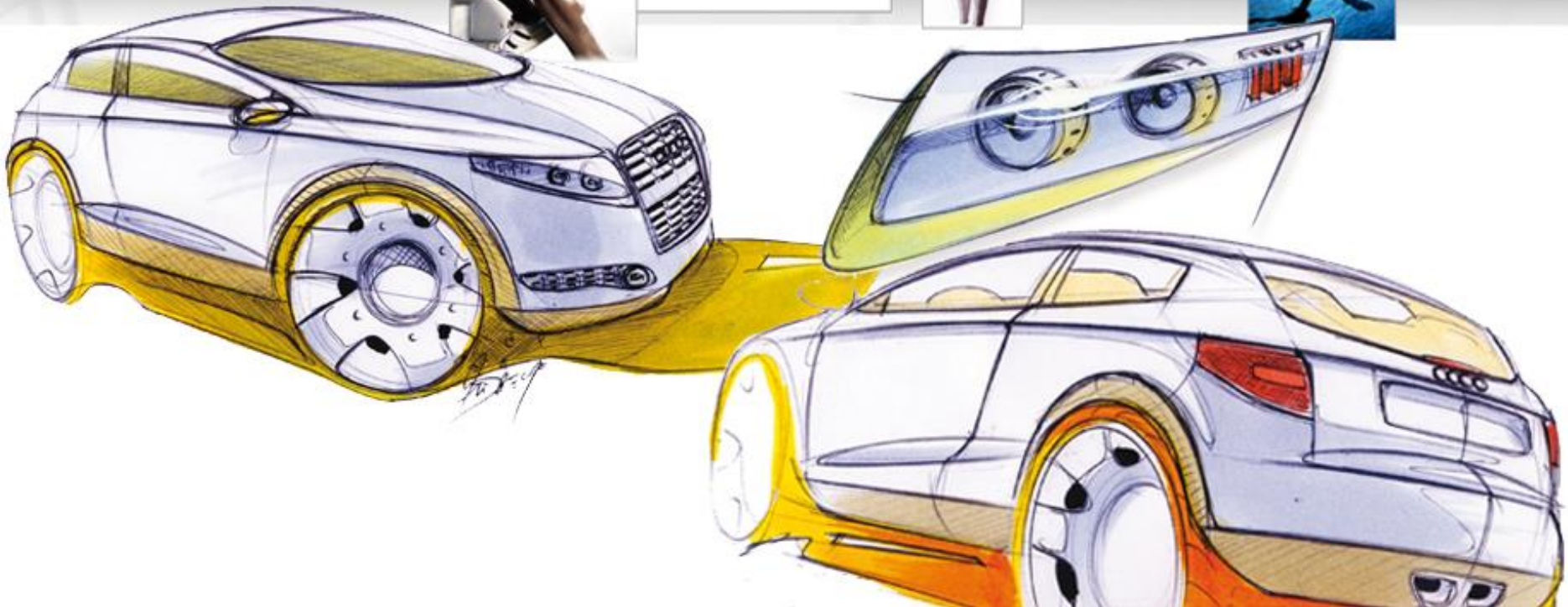
ergonomic



progressive



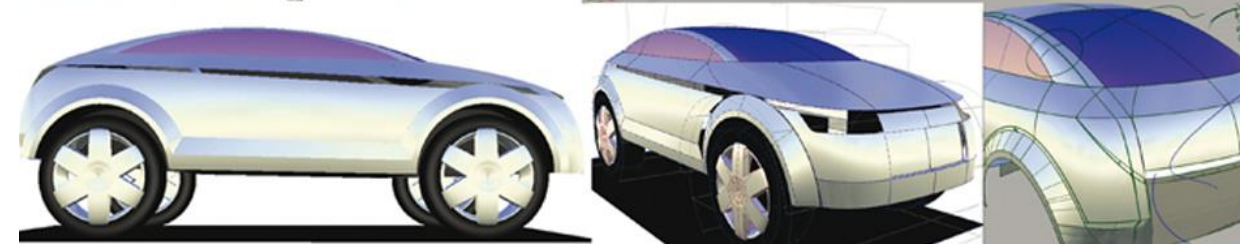
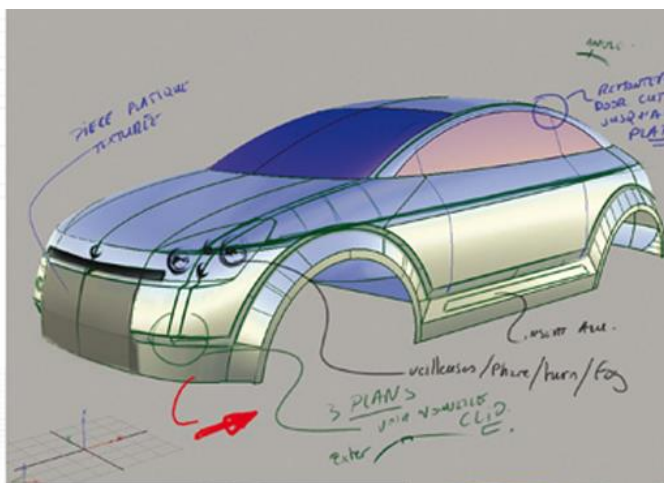
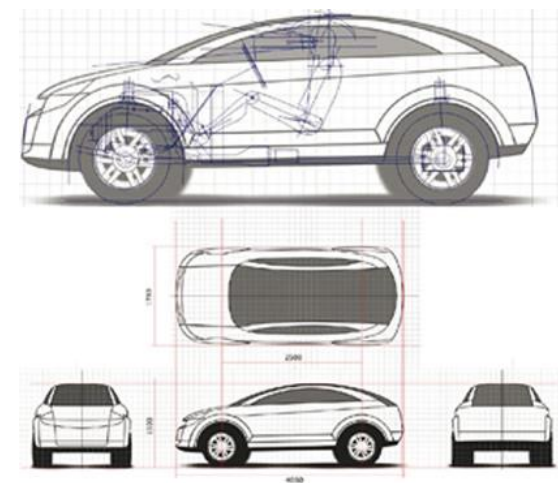
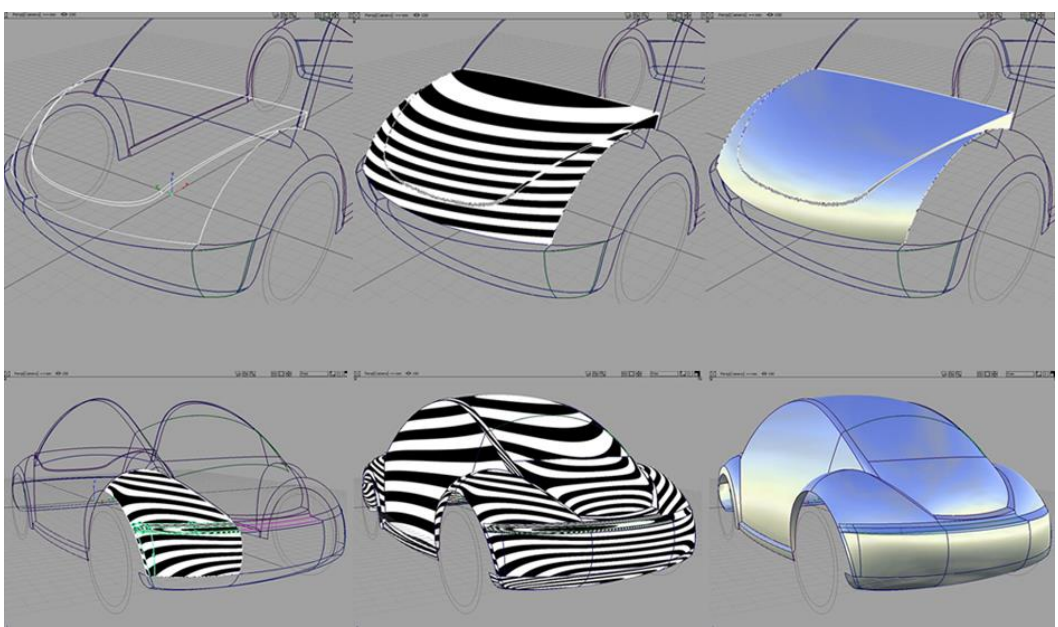
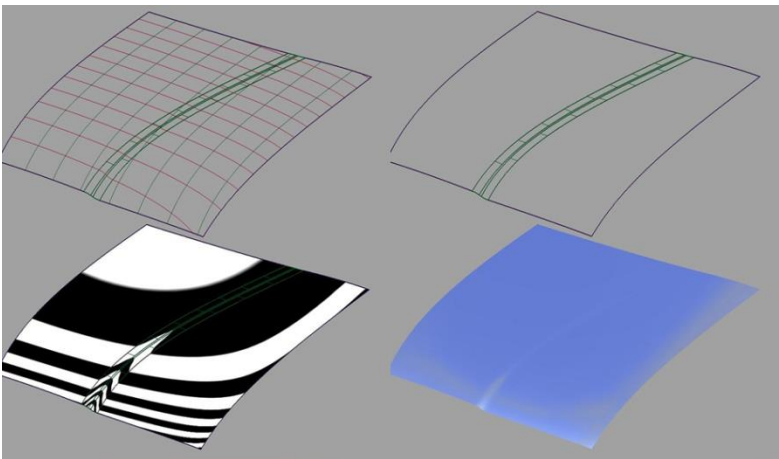
emotion



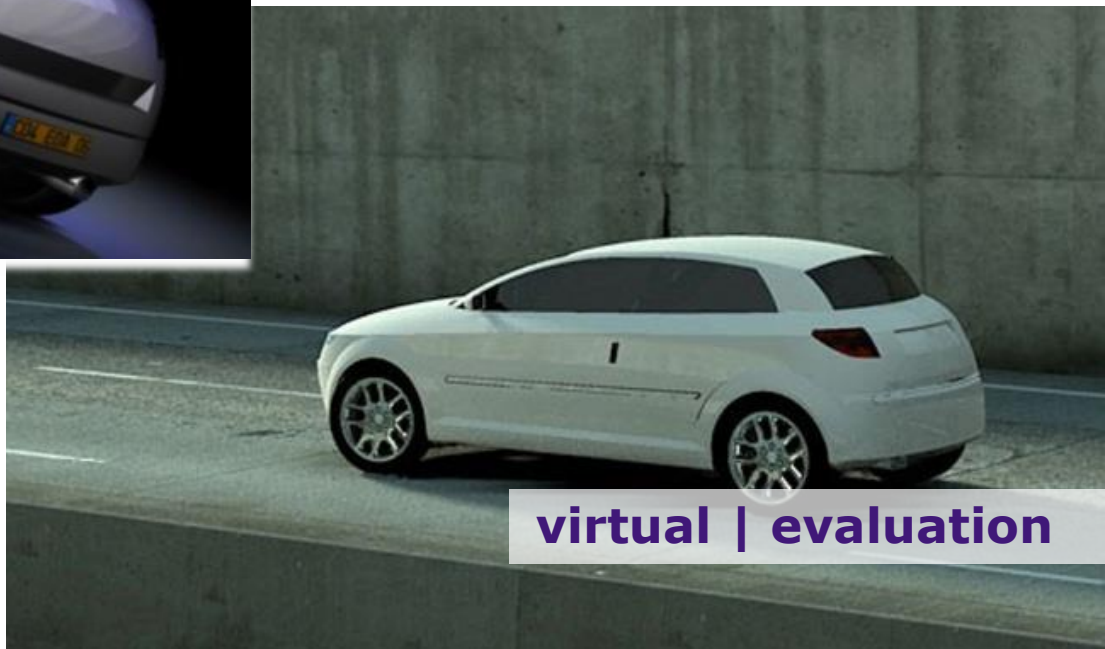
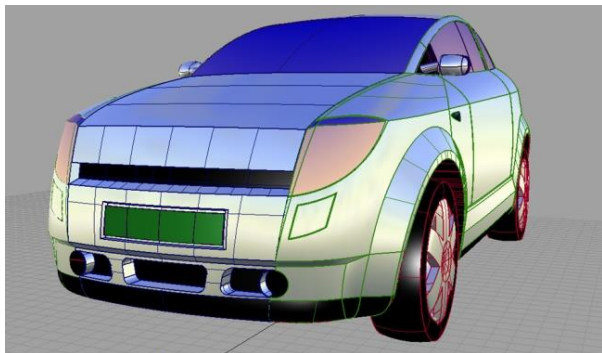
project | demo



3d | cgi



virtual | prototyping





virtual | presentation



graphic | design



hmi | design

corporate image

print

communication | design





audrey seguin | automotive designer
and more...

audrey.j.seguin@gmail.com
+33 6 03 15 50 93