

# JOSHUA RUBIN

Automotive Industrial Designer



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## PILLARS OF DESIGN

### Concept

Where passion, values, and ideals, converge to form an idea.

### Sketching

Expression through quick visualization. Exploration of the idea forms into a design.

### Rendering

Refining the design. Visual incorporation of colors, materials, and textures.

### Modeling

Transforming the 2D design into a tangible 3D model.

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## RECOGNITION

Feb 2018

### "Car Styling Magazine" - Digital Rendering Process

- Demonstrated step by step Photoshop rendering process starting with line work and paint brush techniques, finishing with a Photoshop rendering
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## KEY PROJECTS

May 2017

### Genesis Voronoi - Sponsored Project

- Researched Genesis, created mood boards, and developed design ideas that represent the Genesis brand image for 2020
- Design inspired by sponsors brief; progressive, audacious, and distinctly Korean
- Developed cellular design concept through ideation sketching, digital rendering, digital modeling, and 3D prototyping
- Produced painted clay physical model that was milled and reworked by hand

Sep 2016

### General Motors Nano Corvette - Sponsored Project

- Strategized and developed with General Motors, a consumer focused expansion of the Corvette brand
  - Designed exciting electric Nano Corvette inspired by tessellated fabric, and based on sponsors package, power-train, and exterior hard points
  - Produced hand made clay model based on digital data of custom designed Nano Corvette. Then balanced, surfaced, and painted physical model
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## WORK EXPERIENCE

May 2019

### Instructor/Designing Cars/ArtCenter College of Design

Sep 2019

- Enabled over 50 students to develop and visually communicate their designs
- Developed creative lesson plans through live demonstrations, hands-on design exercises, and automotive design analysis
- Demonstrated a variety of sketching, illustration and presentation techniques, such as automotive style verathin pencil sketching, marker/chalk renderings, and oral/visual project presentations
- Discussed and demonstrated design terms such as proportion, scale, stance, and inspiration in relation to automotive design

Sep 2017

### Resident Designer/Peterson Automotive Museum

Dec 2017

- Educated museum guests on car design through live demos and discussions
  - Programmed and operated multiple 3D printers creating over 100 models
  - Troubleshoot 3D printer problems allowing minimal downtime
  - Designed, modeled and 3D printed various personal and professional automotive designs projects
  - Demonstrated live sketching, Photoshop rendering, and 3D printing to guests with maximum visibility
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## EDUCATION

2018

### Bachelor of Science, Transportation Design

ArtCenter College of Design - Pasadena, California

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## SKILLS

Concept  
Sketching  
Rendering  
Modeling

- Research, Branding, InDesign, Graphic Design, User Experience
- Ideation, Pen/Pencil, Photoshop, Illustrator, Alias
- Marker/Chalk Rendering, Photoshop Painting, Alias, Keyshot, VRED
- Alias, KeyShot, VRED, Cura, 3D Printing, Clay Modeling, Metal-smithing