

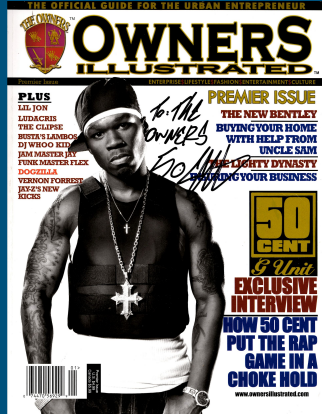
# Presents SUPERHERO DESIGNERS

*Learn how incredibly diverse people transform the ways you design products in the fashion, automotive and interactive software industries.*

# The Hustlenomics Way- From 2002 till now



2002



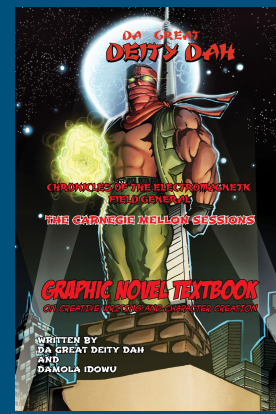
2003



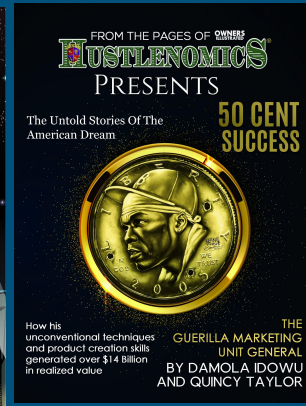
2005



2007



2019



2020

*The entrepreneurial way you overcome systemic barriers to fulfilling your life purpose with happiness*

# Superhero Designers of the Future- TOYZSTEAM



# Ralph Gilles- Head of Design, Fiat Chrysler Automobiles N.V.



<https://media.stellantisnorthamerica.com/newsrelease.do?id=2123>

- *“Fast Five was incredible, watching our cars kind of be heroes, ... It’s a very clever way to show the cars in a heroic way.”*
- *“I have a very competent design office. I can’t do everything, right, so obviously I’ve got a great team of people.... I’ve got one designer for every brand. ”*
- *“Chrysler's been really good to me from the minute I joined in '92 until now. I never once suffered any kind of racism or anything. It's been the opposite. They've always thrown me in the deep end of the pool, said go swim. Go for it. See your vision out. See your passions out so that's been great and I do a lot of speaking”*



# Henrik Fisker- Chairman & CEO at Fisker Inc



- "green cars can be good looking sexy, fast, and big... its important to make a statement about getting a green car that's exciting enough that you want to own this car, that you want to buy it"
- "We got solar panels on the roof and that can give you up to 2000 miles a year. Nobody has really done solar panels where you actually can charge the high voltage battery, so, we can do this for this vehicle"
- " we did a lot of cool stuff, like really wide track large 22 inch wheels. You can also get 20 inch wheels if you want to go a little more off-road, but the design was very important for me to really get this sort of sports car feeling into an SUV, because nobody's really done before."
- "if young people can come up with the next generation of super sustainable vehicles which still looks good. You know, we had this issue with electric cars when they first came out, they kind of looked doey and dorky, and nobody wants to drive a dorky car. So, whenever you think about a new futuristic design, it needs to look good, it needs to be exciting, it needs to be better than what we have today."
- <https://youtu.be/MAIHstFuTn8>

<https://www.linkedin.com/in/henrikfiskerofficial/>

# Karim Habib- Senior VP of Design KIA Motors formerly BMW



<https://www.linkedin.com/in/karim-antoine-habib-350665176/?originalSubdomain=kr>

- *“That's the real flagship for BMW and for me, the inspiration is like real luxury and elegance, like a lot of it coming from...this pretty sensual culture from Italian cars and sculpture. If I have one key word, it's sculpture; it's movement in surfaces; it's light and shade; and that would be pretty much what inspired me...”*
- *“The interior was inspired by layers. The interior was done by a designer called Nadya...and it's inspired by layers. Like if you look at it, you can see...there's like a layer on top and even like on the console and the dash”*

# Moray Callum -VP, Design, for Ford and Lincoln (retired)



- “It was really important for people to recognize it instantly as a Mustang, but what we did do is we changed the aspect ratio of the head lamps and the grill to make it look wider as well as we wanted to sort of communicate this improved stance of the vehicle”
- “, I would say, emotion into our surface language and I think people respond to that emotion as well”
- “We need to compete and really look at the design language and use that has a communication tool and a reason to buy the car”

<https://media.ford.com/content/fordmedia/fna/us/en/news/2021/01/25/ford-design-head-moray-callum-to-retire.html>

[1/01/25/ford-design-head-moray-callum-to-retire.html](https://media.ford.com/content/fordmedia/fna/us/en/news/2021/01/25/ford-design-head-moray-callum-to-retire.html)

# Fairuz Jane- Automotive Designer



- “I worked as hard as I could to be number one in my class; not as a woman. I put gender aside. I didn’t want to be known as a woman designer or a woman student. I just wanted to be known as a good talented designer.”
- “I started out as a junior in high school. I did a drawing and my art teacher thought it was cool. I went to the Center for Creative Studies in Detroit ([www.ccscad.edu](http://www.ccscad.edu)). I took high school classes, extension classes, built my portfolio and I ended up staying in it and eight years later, here I am, loving it. It is in my blood, it’s a passion of mine.”
- “Instead of partying in high school my junior and senior year, I spent my nights driving to the Center for Creative Studies taking classes. I spent my weekends and summers there building up my portfolio because it was so competitive. I spent six years there and I spent those six years working on my scholarships...”

<https://www.linkedin.com/in/fairuzjane/>



# Ian Callum-Director of Design at CALLUM



<https://www.linkedin.com/in/ian-callum-cbe-56036995/>

- Of the innovative gear shifting knob and the motorized vents on the Jaguar XF “I wanted something that will be fun when you get into the car....It really feels like a theatrical event when [you] get into the car....Is it necessary? No. Is it fun? (Yes.) And that is what it’s all about,”
- “I always felt Jaguar really needed to be a modern car company....We have [had] a lot of retro stuff in the past, a lot of heritage and now it’s time to move on,”
- “If I had my way I’d have 21-inch wheels....I’m sure some of your friends would pick 21-inch wheels....The bigger the better.”
- <https://youtu.be/-S-3-UEj9-o>

# Earl Lucas- Chief Exterior Designer, Lincoln

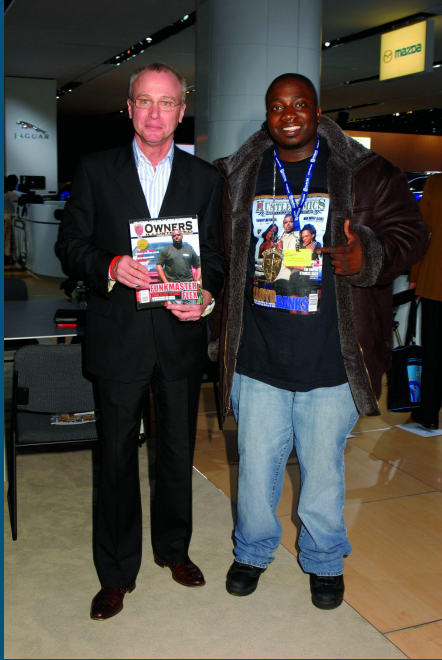


- Regarding interiors he said, “The interiors are brand new too...Like mama used to say, it’s not just the outside that counts....On the inside it’s much more like a Mustang feel....It creates a unique space for the occupant.”

. “These cars are going to be with us for some time to come so they need to be graceful....In a couple years the shape will still be relevant. The shape will still be beautiful,”

- “The number one key is the ability to sketch and be able to create your ideas so that others could enjoy it....The biggest advice to give anyone who wants to be a car designer is to love to draw.”
- <https://youtu.be/NZLZhInwSto>

# J Mays- Vice President and Chief Design Officer Whirlpool & Ford



- *“It’s a little bit like the difference in classical music and Hip Hop – one is an elitist brand and one is really accessible,” he stated. In his view, the philosophy of the more prestigious car makers is “if you got the money, we might sell you a car . . . Ford is a far more populist-oriented company,”*
- *“The pleasure that I get out of working [at Ford] is to one minute be designing an F-150 pick-up or a Lincoln pick-up then, I get on a plane and the next morning I’m designing Aston Martin in London. So that’s a quite nice thing, to be able to change hats and change personalities,”*
- *“We want to start creating Jaguar products that are as innovative as Jaguar products that were seen in the 60’s,”*
- *“The Mustang GT-R blends today’s breathtaking design, Ford Racing’s unmatched history and the most advanced racing technology into the ultimate Mustang,”*

<https://www.whirlpoolcorp.com/head-of-global-design-j-mays-retire-tisha-johnson-replacement/>

# Ed Welburn- GM VP GLOBAL DESIGN-Retired



<https://www.welburndesign.com/product/public/us/en/welburn/bio.html>

- “when I develop a vehicle I really want it to be a well thought at vehicle with production in mind down the road but it is a concept. It’s got all the hard edges that Cadillacs have. It’s got that real attitude, that real gesture in the theme that all Cadillacs, great Cadillac design should have. The front end, it’s got a strong, you know, with this car you don’t need a grille because of the technology that’s in it but we have a strong shield that gives you the look and the power of a Cadillac”
- “all Cadillacs will have a lot of the shared vision for the design. You know it’s got a new cluster that is really, the layout of the cluster is fantastic. It’s easy to read, well, well-execute cluster, every feature, all the refinements”
- “I’ve been Vice President Design...In 2005 took on greater responsibility as Vice President Global Design. So all of our design studios, every General Motors product is under development is done under my direction”
- <https://youtu.be/cmc8DUaTcOU>



# Argee Vasquez- Owner Real Genius Design Company



- “I’m going to go to Manhattan, design, do what I got to do, and take that money. Whoever is going to call me, I’m going to talk to them personally. If he’s the president of a company, I’m going to speak to him. If he is the hottest rapper, I’m going to get next to him.” I was over-determined.”
- “In the very beginning, when we first got here, there were three parts of 50 a lot of people don’t really see. In many ways, one, there’s the couture part of 50 where he’ll have on a woven shirt, with some jeans, and a nice sombrero. There’s a work wear element to 50 and then there is an athletic side. We focus more on athletics because that is the most prominent. We kind of base it on that. We just base it on those themes and try to give it a little bit of attitude. We had a lot of slogans, heavy weight material, raw stuff, like taglines. And it got a good response to the stuff. It did well but we wanted to kind of lean ourselves away from that and focus more on the work wear”
- [https://youtu.be/VtQNHw\\_biGk](https://youtu.be/VtQNHw_biGk)

# Karl Kani- Owner Karl Kani



- “Don’t get caught up in the trends. I don’t follow what other people are doing, I gotta do me. We have to continue doing what we’re doing for us and internationally.”
- “anyone can wake up and make an urban style. But contemporary is about style and quality. When you hear an urban designer, it’s like oh...so what.”
- “We were doing magic shows since ‘91 and there were no black people there whatsoever. This whole section was built because of us. Everybody in this room is fed because of what we created”

# Cliff Bleszinski - Former Design Director Epic Games



[https://twitter.com/therealcliffyb?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/therealcliffyb?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)

- “It’s taken that kind of classic Castlevania Metroid gameplay, taking the latest Unreal Engine and putting it on Xbox Live Arcade and really raising the bar for what people expect out of that game..” (Shadow Complex)
- “help facilitate developers’ visions by providing better tools because we’re in a world where games is extremely expensive. It takes ?hundreds? of people to make a game. And any way you can mitigate that risk is ??that’s what we provide the toolset” (Unreal Engine)
- “We started talking about how to make the game better, how to have a good partnership.”
- “Shadow Complex...takes that classic 2D gameplay and puts it in a 3D world.”
- <https://youtu.be/oJ2RmAuFPIE>



# Bill Giese- Design Architect at Turn 10 Studios



- “we get all the CAD data so when we build our car we have this process called body and wipe. We get the base mold from the manufacturer. We get all of the data that they get from the dynos and all their engine stuff and we run that through our physics system”
- “we start a new product, we want to find a great partner and we want to make sure that we’re able to highlight and show off the car in a very special and unique way. And so, we really try to do it as early as possible so that we can”
- “So, I dropped out of college. I went to work at Nintendo to answer phones before the internet of big things. The biggest thing I’ve learned more than anything is, if you love what you do and you work hard, you can do whatever you want”

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THANK YOU!