WANG YIWEI



Automotive Design Strategy & Planning

Design Refinement & Static Vehicle Experience

Target roles: Head of Design Strategy & Planning / Senior Expert

Automotive design professional with 13 years of experience; currently Manager of the Design Strategy Research Office at Dongfeng Global Design Center. Brings a multidisciplinary background and expertise in design strategy, vehicle and platform planning, design refinement and static vehicle experience. Integrates strategy, design quality and styling engineering to translate brand and product intent into design positioning, vehicle proportions and implementation requirements, with work applied to premium M-HERO and Yijing programs. Strengths include structured analysis and visualizing abstract concepts, supported by AI-assisted tool development and 2D/3D visualization for design reasoning, reviews and development tracking.

PERSONAL DETAILS

37 years old

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CORE EXPERTISE

Automotive design strategy & planning

Design refinement & static vehicle experience

Design definition & cross-functional integration

AI-assisted tools & visualization

EDUCATION

University of Southern California

Master's degree
Mechanical Engineering

2011 - 2013

Wuhan Institute of Technology

Bachelor's degree
Mechanical Design, Manufacturing & Automation

2007 - 2011

LANGUAGES

English - workplace use
Mandarin Chinese

PROFESSIONAL EXPERIENCE

Dongfeng Motor Corporation

Wuhan, China | 2021 - Present

Manager, Design Strategy Research Office
Dongfeng Global Design Center
Coordinate design strategy, design quality (DQ) and styling engineering (SE) to align design positioning, platform proportions and refinement implementation; manage a 25-person team.

Selected vehicle programs eπ007 / eπ008 series; eπ M8; M-HERO M817; M-HERO X700; Yijing X9

- **Multi-brand design strategy and DNA:** Led design positioning and DNA research for Nammi, Aeolus, eπ, Yijing, M-HERO and VOYAH in coordination with group strategy and product planning functions. Developed proposals for brand design character and differentiation, and presented them to group decision-makers.
- **Vehicle and platform design planning:** Led design planning for advanced and production vehicles, translating market segments, user scenarios and competitor benchmarks into vehicle design positioning and interior/exterior strategies. Assessed platform hard points, packaging and proportions to develop concept directions, platform adaptation and production-proportion recommendations. Work covered M-HERO X700, Yijing X9 and ongoing development programs.
- **Design refinement and static vehicle experience:** Translated perceived quality, refinement and luxury expectations into vehicle-level exterior and interior design requirements, then cascaded them to assemblies, components and interfaces with benchmark targets and evaluation criteria. Established a design knowledge base and assessment methods through comparative case studies and thematic research. Used digital models, physical models and engineering data for milestone reviews and target-attainment checks. Applied in ongoing vehicle programs.
- **Design narratives and launch communication:** Led design narrative planning for group and vehicle launches, connecting design philosophy, brand positioning and vehicle attributes; coordinated speechwriting and visual communication. Outputs were used for the "Dongfang Fengyun" design philosophy launch at Dongfeng Global Design Innovation Day in March 2026, and design presentations for M-HERO X700 and eπ M8 launches.

Dongfeng Nissan Passenger Vehicle Company

Guangzhou, China | 2013-2021

Styling Design Quality / Perceived Quality (PQ)

- **Design trends and product-appeal proposals:** Combined design-trend analysis, user perception studies and competitor benchmarking to identify styling and static-experience attributes that influence vehicle appeal. Developed product-appeal proposals to inform design direction and differentiation for Venucia sedans, SUVs and new energy vehicles.
- **PQ targets and development validation:** Translated user expectations for experience, quality and refinement into vehicle perceived-quality (PQ) targets and cascaded them into development requirements. Used digital-model and vehicle evaluations to identify design issues; coordinated styling, color and trim, engineering and suppliers to track corrective actions and milestone targets. Contributed to PQ evaluations and target-attainment confirmation for INFINITI and Nissan programs.
- **PQ processes and brand-level strategy:** Helped establish the styling-quality function and team, introduced Nissan's PQ framework into Venucia vehicle development, and led the development and implementation of Venucia's PQ development process and brand-level PQ strategy.

AI-ASSISTED DESIGN & WORKFLOW DEVELOPMENT

Defined business workflows and tool functionality, using AI-assisted programming to develop tools for styling planning and design definition. Multiple tools are in practical business use.

- **Market and competitor analysis:** Built market-scanning and competitor-analysis tools for automated collection and organization of competitor materials, with assisted analysis. Combined pricing, dimensions, sales and product features with user scenarios and audience information to support segment mapping, benchmark selection, design comparison and vehicle planning.
- **Design definition and development tracking:** Organized design requirements, benchmark evidence, project targets and milestone assessments into a digital workflow with requirement versioning, target breakdown, decision records and attainment tracking. Led the business architecture, functionality and AI-assisted development of the system, now used in ongoing vehicle programs.
- **AI-assisted 2D/3D visualization:** Combined AI-assisted creation with Blender to build 3D prototypes and usage scenarios and produce animated demonstrations. Used 2D imagery, charts and interactive prototypes to make analytical conclusions and abstract design concepts tangible and comparable for design exploration, reviews and strategic communication.
- **2D/3D design reference libraries:** Built a 2D competitor-image library and a 3D reference library. Used Eagle for image classification and case retrieval, and Blender to study models, component interfaces and cross-sections. Organized materials by vehicle, system, component and viewing conditions, retaining source and version information for design-guideline development, benchmarking and concept verification.