JUAN PABLO TAZZIOLI

Industrial Designer

I am an industrial designer with over 8 years of experience across product design, automotive interiors and advanced 3D development. My work spans premium vehicle interiors and components, watches, footwear, and projects related to spatial and interior design, shaping an approach grounded in detail, material awareness and production feasibility. I am interested in creating products and concepts that are clear, useful and well-resolved, combining conceptual thinking, functional innovation and careful execution. 3D modelling plays a central role in my process, helping me explore, develop and communicate design with precision. Having lived and worked in different international contexts has given me a broad and adaptable perspective, enriched by different cultures, scales and ways of approaching design.

OPEN TO NEW OPPORTUNITIES, SELECTED FREELANCE COLLABORATIONS AND DESIGN-RELATED CONVERSATIONS ACROSS AUTOMOTIVE, PRODUCT AND PREMIUM INTERIOR DESIGN.

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Selected Experience

Gc3 / LEVC — Interior Designer

Coventry, United Kingdom | 2023–2026

Worked on premium automotive interior development, concept refinement and production-oriented 3D detailing for future electric vehicle programmes.

BeyonCa — Interior Designer

Munich, Germany | 2022–2023

Contributed to the development of luxury EV interior components, interfaces and material-driven design proposals, with a strong focus on refinement, detailing and visual quality.

3DEE Design Studio — Designer / 3D Modelling Specialist

Como, Italy | 2020–2022

Developed interior design proposals, 3D models and visualisation material for high-end architectural spaces and bespoke interior projects.

Advanced Design / Skystyle — Product and Interior Design

Argentina | 2017–2020

Worked across product design, innovation-led concepts and premium interior proposals, including mobility, yacht-related and luxury-oriented design projects.

Education

Industrial Design

National University of Córdoba, Argentina

Product Design and Transportation Design

Advanced Design, Córdoba | 2017

Selected Tools

Rhinoceros 3D, KeyShot, Photoshop, Concept development, 3D refinement, Prototype support, Material and interface detailing, AI-assisted visual workflows

Languages

Spanish — Native Italian — Fluent English — Working proficiency

Areas of focus

Premium automotive interiors - Product development - Detail-driven design - Functional innovation - 3D development - Material and interface refinement.

CLICK ANY IMAGE TO OPEN THE PROJECT. SOME PROJECTS CONTINUE IN THIS PDF.

LEVC HERITAGE EMBLEM

BESPOKE CABIN DEVELOPMENT

LUXURY EV CONTROL KNOB

TRUMPET SPEAKER CONCEPT

LUXURY EV STEERING WHEEL

LUXURY EV CENTER CONSOLE

GENEVA BY PAGANI

TURBINE CLOCK CONCEPT

PAGANI STEERING WHEEL

BOW TIMEPIECE

MODULAR SIGNAGE SYSTEM

SHIFTCORE FOOTWEAR

BUGATTI STEERING WHEEL

BUENOS AIRES 2018 MEDAL

LEVC HERITAGE EMBLEM

DESCRIPTION

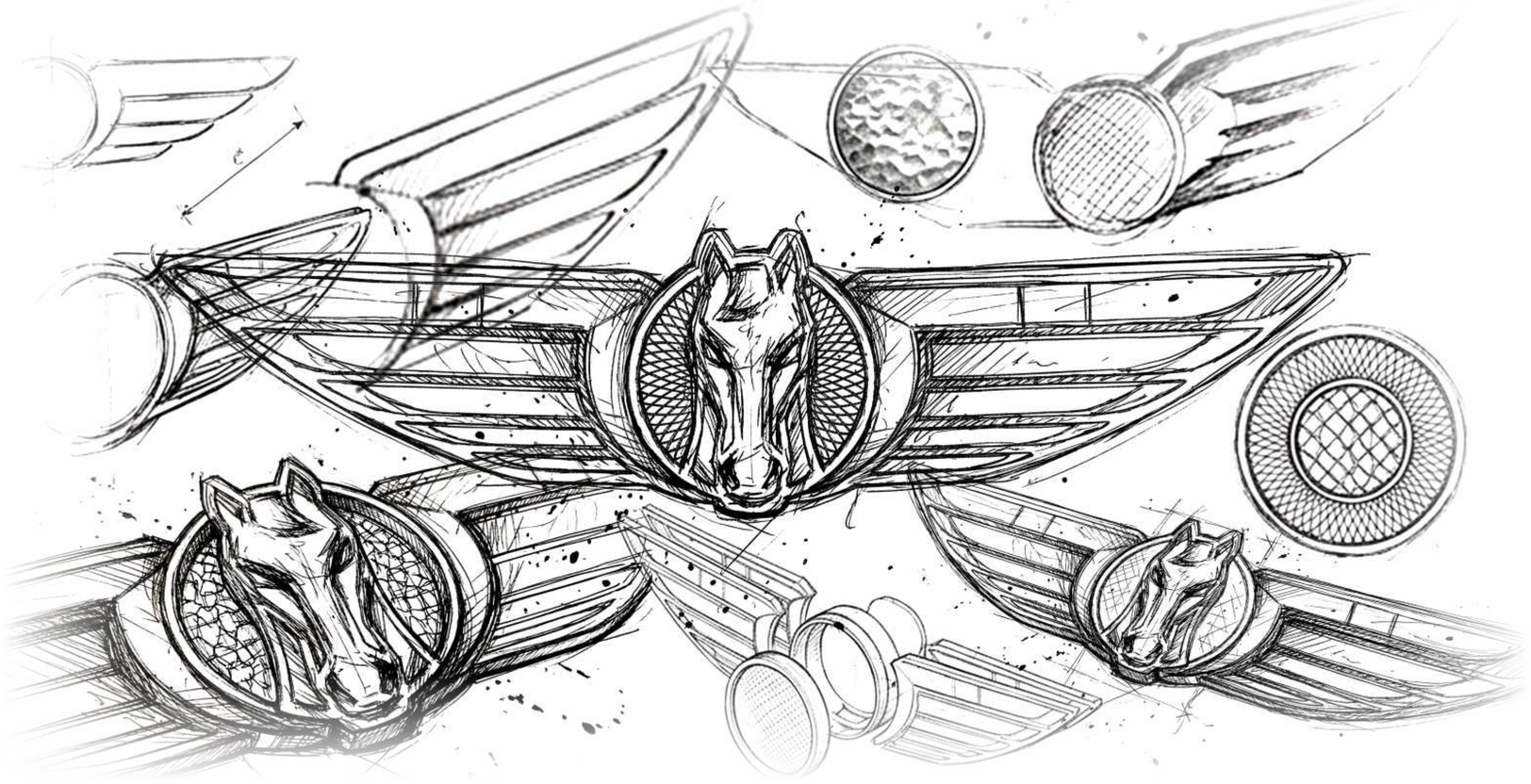
Development of a refined, production-ready 3D emblem based on LEVC's approved 2D identity for a new generation of electric vehicles. Rather than redefining the brand in two dimensions, the project focused on establishing how the identity should exist as a physical exterior component, balancing precision, perceived quality and manufacturing feasibility. Building on one of the most recognisable emblems associated with London's iconic black cabs, the design was reinterpreted with a more contemporary and production-conscious approach, integrating relief, surface control and bonnet fit into a single resolved proposal. The final emblem was brought into real vehicle application on the LEVC L380, helping define the emblem direction for the brand's new electric era.

MY CONTRIBUTION

My role focused on translating the approved 2D identity into a fully resolved 3D emblem ready for production. This included defining volume, radii, heights, thickness, texture and surface quality, as well as adapting the emblem to the real bonnet curvature and refining the geometry according to technical constraints, perceived quality targets and feasible manufacturing limits.

PROCESS

Approved 2D identity analysis, 3D emblem development, relief and texture definition, surface refinement, bonnet curvature integration, production-oriented modelling in Rhinoceros, and visualisation for presentation and design validation.



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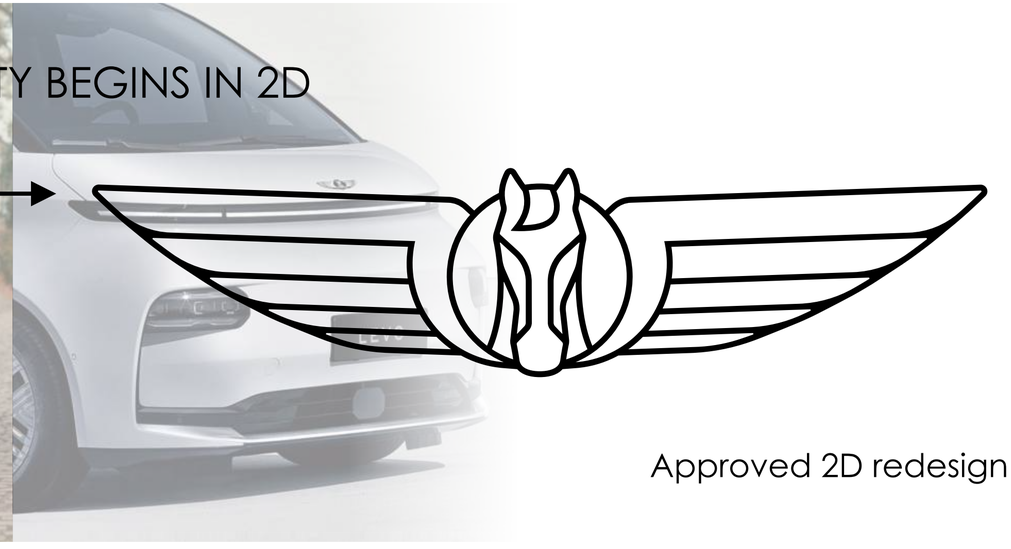
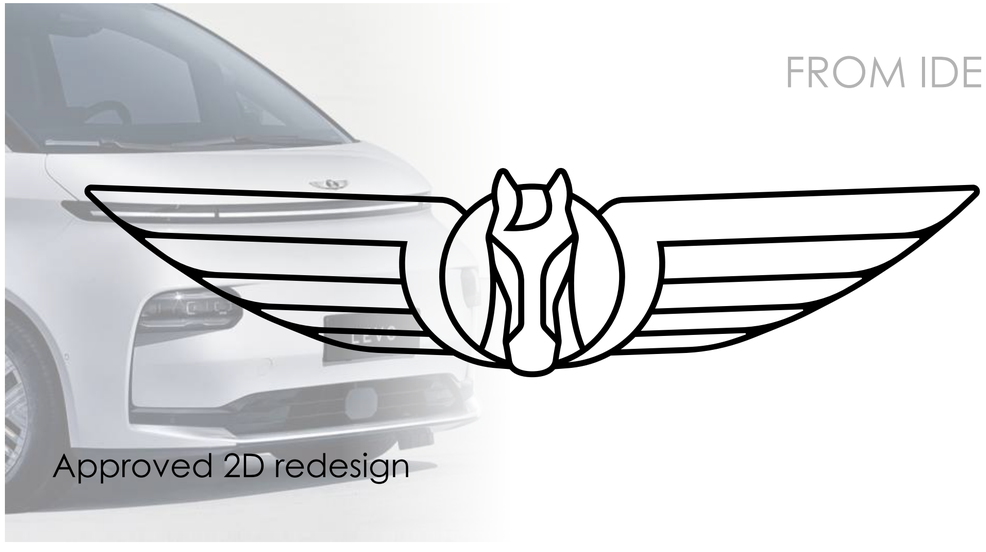
A NEW IDENTITY BEGINS IN 2D

Legacy graphic identity



Approved 2D redesign

FROM IDENTITY TO EMBLEM



Approved 2D redesign

Refined emblem

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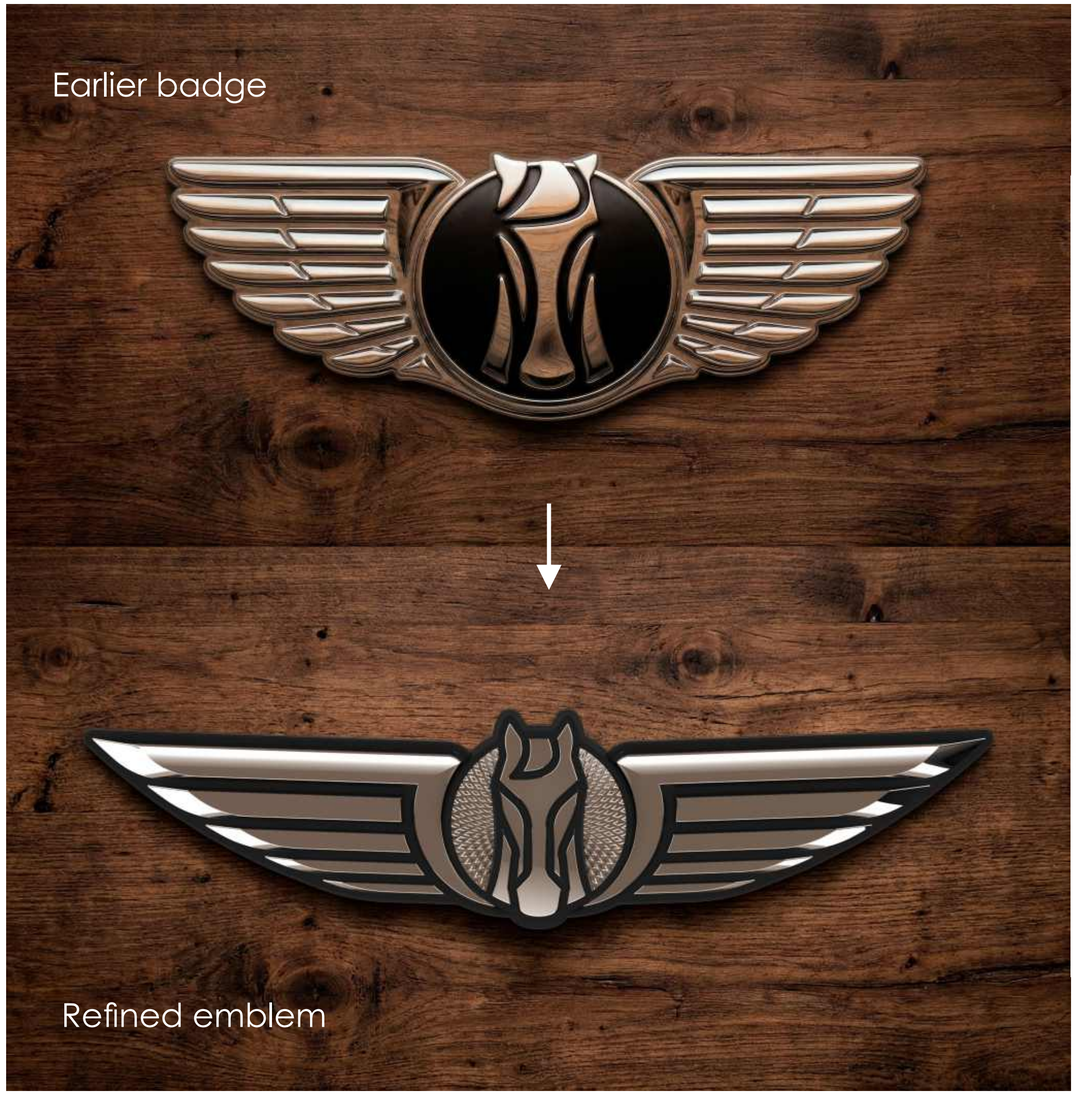
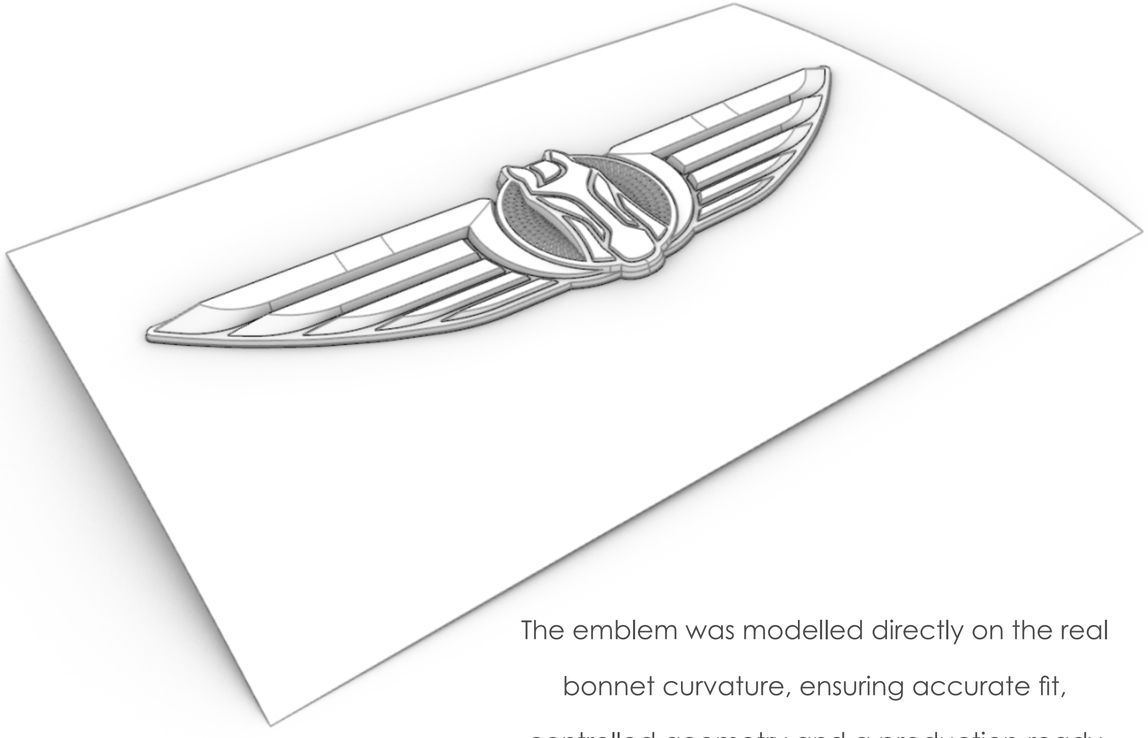


BUILT FOR THE BONNET



The emblem was modelled directly on the real bonnet curvature, ensuring accurate fit, controlled geometry and a production-ready relationship with the vehicle surface.

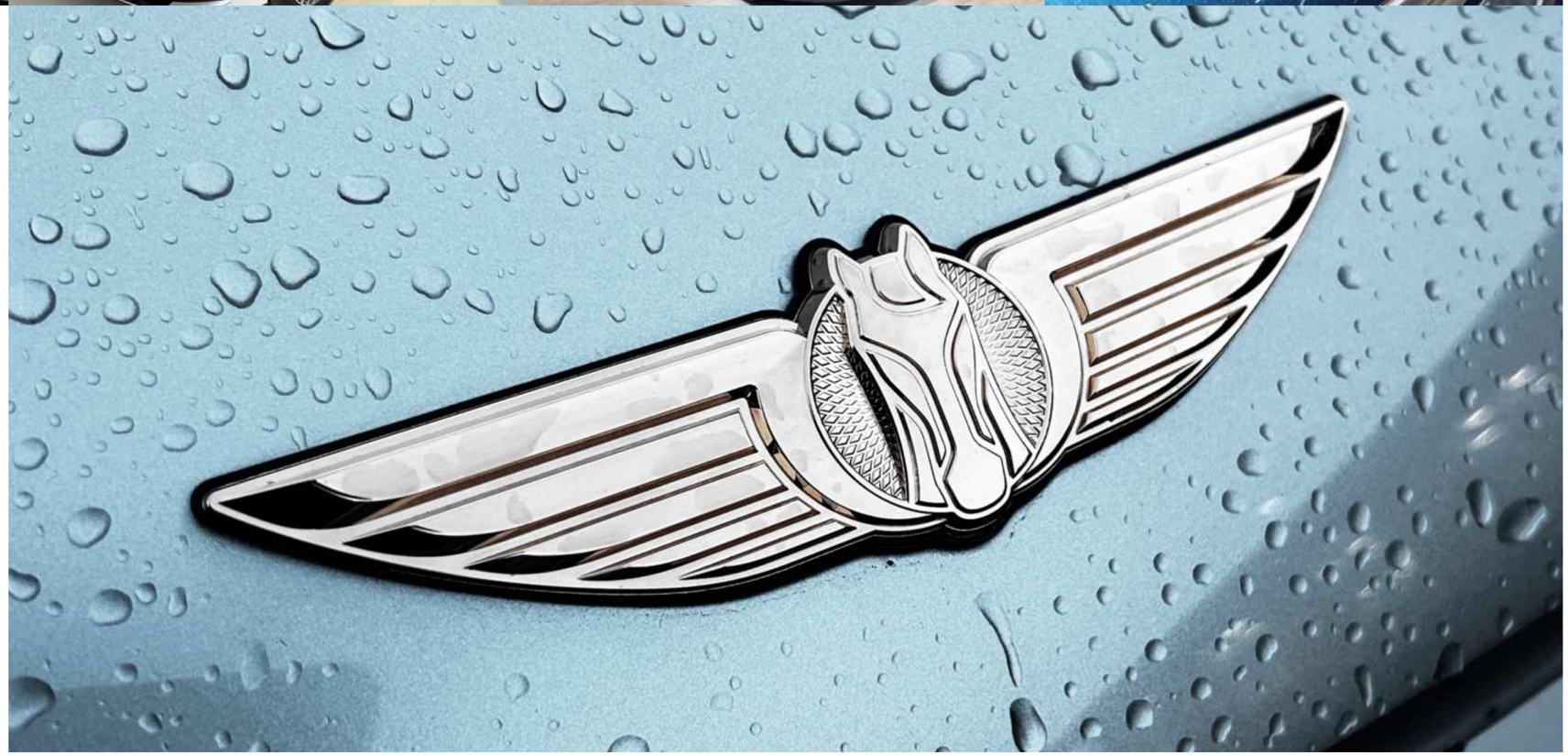
VIEW FULL PROJECT & VIDEO



APPLIED IN PRODUCTION

The final 3D model was developed for production and is now applied to real LEVC vehicles such as the LEVC L380.

The evolution went beyond updating the form. It required refining proportions, relief, texture, radii and overall surface clarity to achieve a lighter, sharper and more premium result.



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BESPOKE CABIN DEVELOPMENT

DESCRIPTION

DescriptionDevelopment of two bespoke rear cabin proposals for the LEVC L380, conceived as premium, production-oriented interiors for real show vehicles. The project focused on translating complex rear-cabin ideas into resolved interior solutions, balancing comfort, privacy, functional integration and visual refinement within a highly constrained space. At the centre of the work was the development of a refined divider architecture integrating multiple features into one coherent element, helping define two distinct interpretations of the rear passenger experience. Presented by LEVC as part of the L380 interior reveal in April 2024, the project formed part of the brand's new electric chapter.

MY CONTRIBUTION

Within the interior design team, my role focused on the development of the rear divider and its integration with the side pillars, roof and floor, as well as the resolution of the main functions contained within that architecture. This included privacy glass, display integration, electronic vents, audio components, upper storage, sliding service modules, central refrigeration, side handles, umbrella storage with drainage, illuminated treadplates, and the lower aluminium structure integrating HVAC and lighting.

PROCESS

Team-based concept development, rear cabin architecture definition, 3D refinement, packaging and mechanism studies, engineering coordination, functional integration and bespoke detail development for real vehicle implementation.

Official LinkLEVC

https://www.levc.com/news/levc-l380-interior-design-introduction/

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TWO BESPOKE INTERPRETATIONS

Two bespoke L380 variants were developed to explore different rear-cabin experiences. One focused on a more executive lounge layout with a rotating central seat and work-oriented table solution, while the other introduced functions more related to storage, luggage and hospitality.

BESPOKE STORAGE AND TRAVEL SOLUTION

EXECUTIVE LOUNGE CONFIGURATION

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DIVIDER AND MAIN ARCHITECTURE

The core of the work focused on the full development of the rear divider, including its connection to the side pillars, roof and floor, as well as the integration of all major functions within one single architectural element. The divider had to resolve privacy, communication, media, storage, ventilation, hospitality and access within a highly restricted space and with a clearly production-oriented approach.

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SLIDING MODULES AND HOSPITALITY FUNCTIONS

The lower modules were developed as functional islands sliding on floor rails, allowing different usage layouts. Depending on the variant, they integrated work-related functions, personal storage, tea service, shoe storage and refrigerated bottle and glass presentation.

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BUILT AND EXHIBITED

Both bespoke L380 vehicles were fully developed and presented as real, production-oriented show vehicles, turning the project into a built and tangible proof of concept rather than a purely digital proposal.

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LUXURY EV CONTROL KNOB

DESCRIPTION

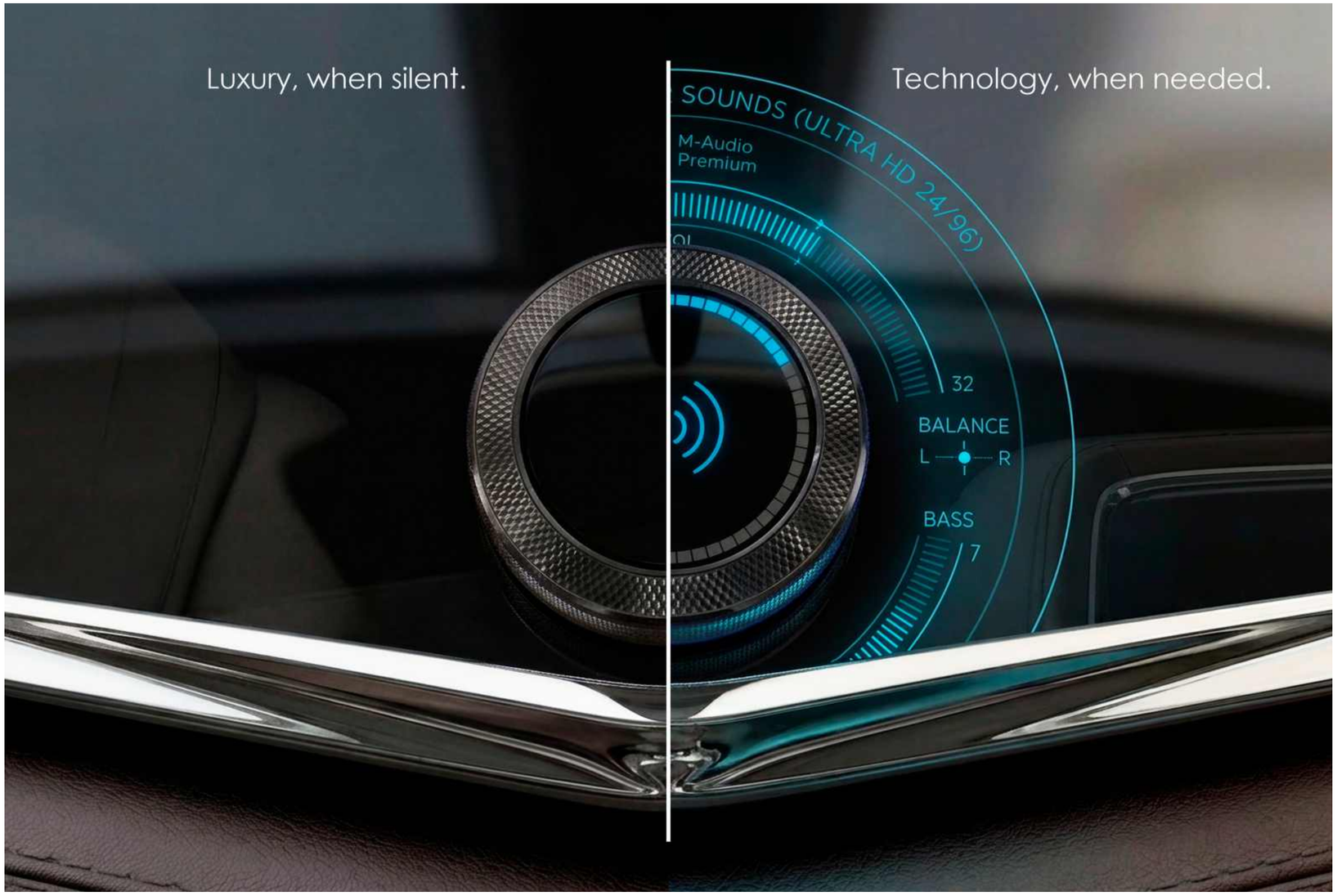
Development of a compact multifunction control concept for a premium electric interior, designed to combine luxury materiality, tactile interaction and digital functionality within a single refined object. The project explored how multiple vehicle functions could be condensed into one visually calm control point, reducing interface clutter while preserving intuitive use and a strong sense of perceived quality. Crystal, metal, haptic feedback, touch interaction and a dedicated background display were integrated into one layered interface system, allowing the component to shift from a silent luxury detail when inactive to an intelligent control element when in use.

MY CONTRIBUTION

I developed the project from the initial concept to its formal and visual resolution, including the interaction architecture, component design, 3D modelling, texture development and the relationship between the knob and its dedicated background display. My role also included defining the tactile logic of the system, balancing touch, rotation, click feedback, illumination and visual hierarchy within one compact interface.

PROCESS

Concept development, interaction design, layered interface logic, 3D modelling in Rhinoceros, texture development, visualisation in KeyShot, and AI-assisted workflows for interface animation and storytelling.



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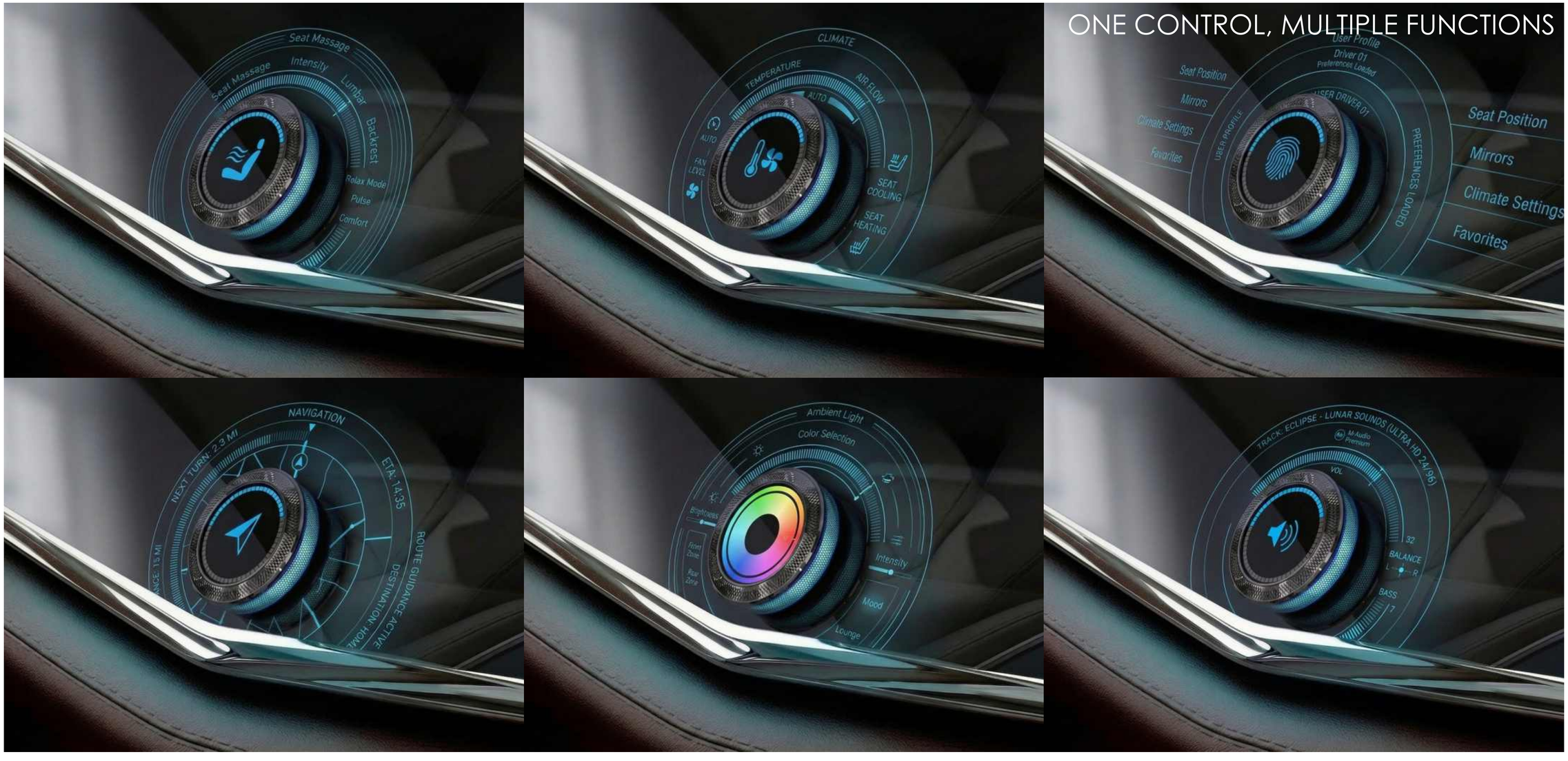
ONE CONTROL, MULTIPLE FUNCTIONS



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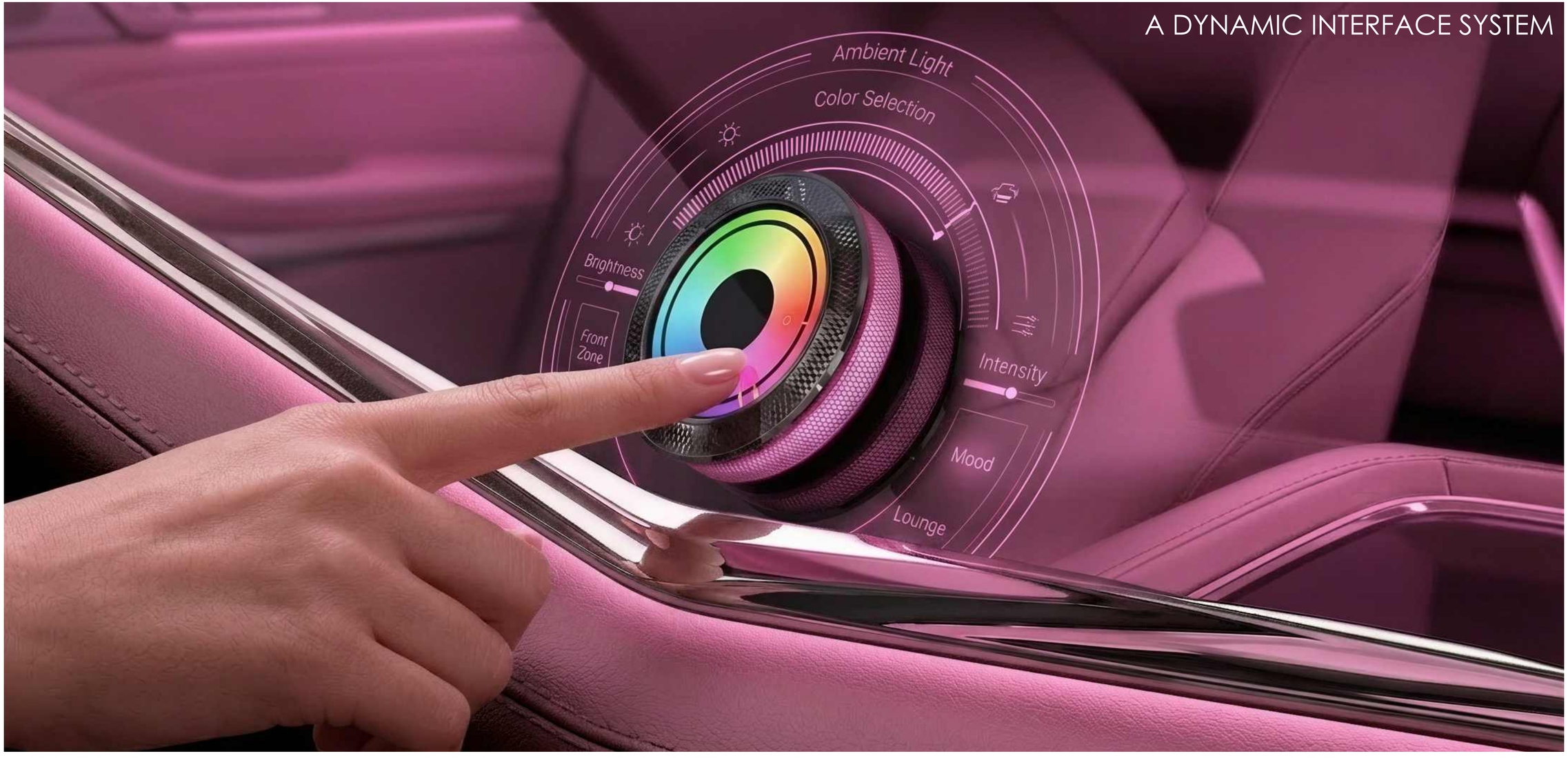

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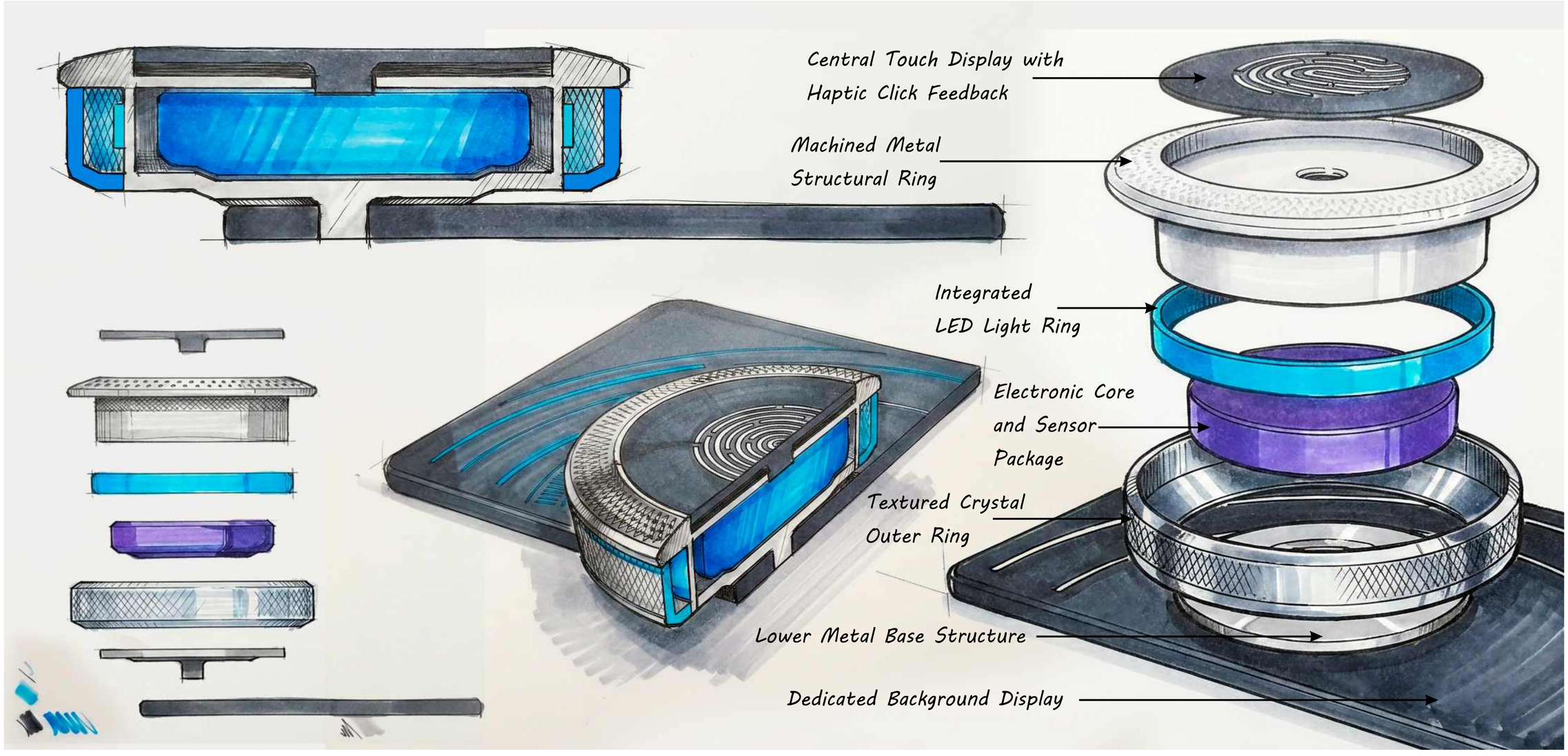

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TRUMPET SPEAKER CONCEPT

DESCRIPTION

Development of an integrated door speaker concept for a luxury interior, created for Bianca Opus 1. The project began with a clear conceptual idea: bringing the presence of a musical instrument behind the door and translating the trumpet into an interior design language. From that reference, the speaker was developed as a sculptural object integrated into the door architecture, combining formal expression, material precision and a strong acoustic identity. The proposal incorporated refined metallic surfaces and crystal elements developed with an almost handcrafted logic, reinforcing the emotional character of the interior.

MY CONTRIBUTION

My role focused on translating that conceptual idea into a credible formal, technical and three-dimensional resolution. This included adapting the concept to the real speaker diameters required, refining proportions, developing the full 3D model, defining materials, textures and pattern strategy within the cabin, and producing printed models to review scale and physical presence. The work also involved feasibility exploration and supplier contact to bring the concept closer to a realistic solution.

PROCESS

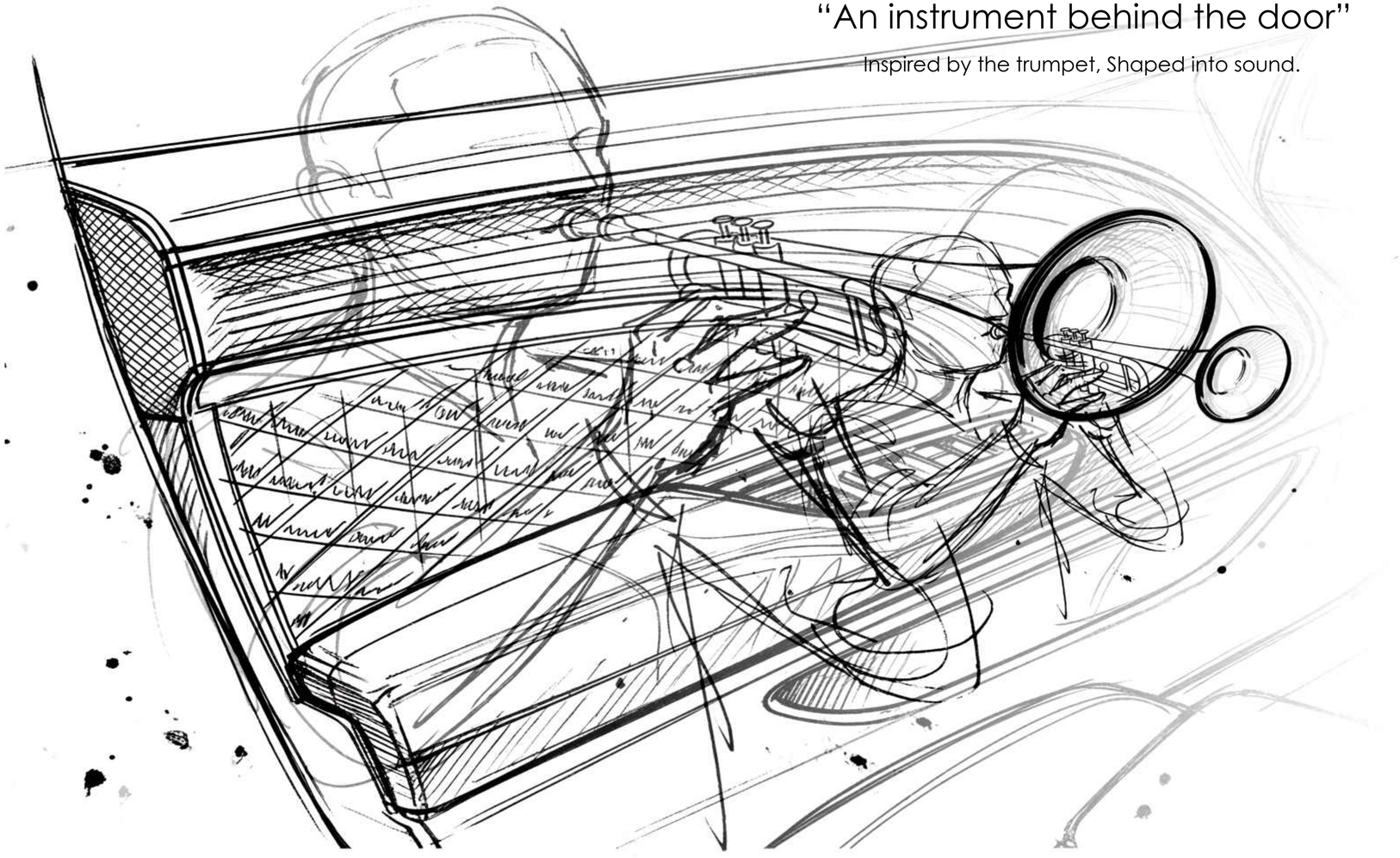
Concept research, formal translation of the trumpet into an interior component, architecture and proportion definition, 3D modelling in Rhinoceros, printed prototypes, material and pattern development, supplier feasibility exploration, and visualisation for concept communication.

VIDEO REFERENCE PUBLISHED INTERIOR

Videohttps://www.youtube.com/watch?v=hkPBKT9IwZE

“An instrument behind the door”

Inspired by the trumpet, Shaped into sound.



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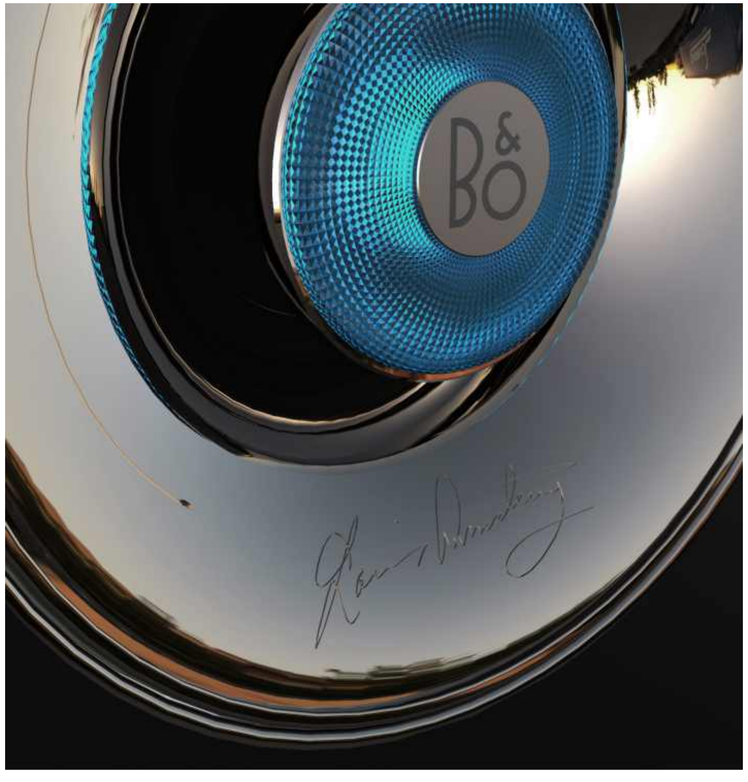

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LUXURY EV STEERING WHEEL

DESCRIPTION

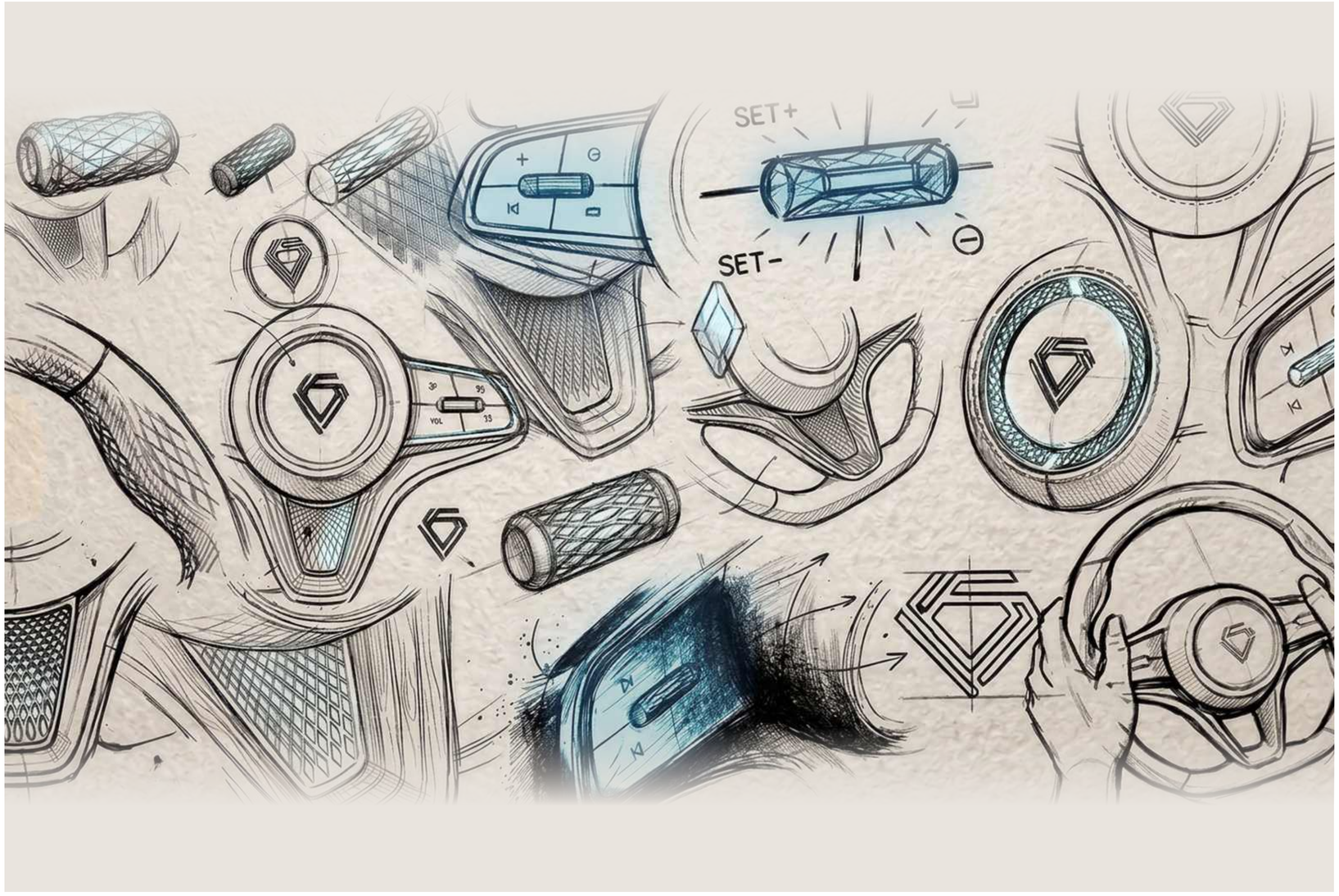
Refinement of a steering wheel concept for a high-end electric vehicle, focused on transforming an already defined base into an object with a stronger sense of luxury, precision and technological sophistication. The project explored how conventional switches could be reinterpreted through a more integrated proposal, combining clean surfaces, touch interaction with click feedback, illuminated crystal elements and a pattern strategy aligned with the wider cabin language. Using the diamond as the main reference for the pattern strategy, the steering wheel was developed as a component capable of expressing innovation, perceived quality and a more exclusive material character at the same time.

MY CONTRIBUTION

Within the team, my role focused on refining the steering wheel details to elevate it into a more luxurious and technologically advanced proposal. This included rethinking traditional switches through touch surfaces with haptic click feedback, aiming to convey precision, clarity of use and a high-quality interaction experience. I also worked on the integration of illuminated crystal elements, the definition of details linked to the overall pattern strategy, and the development of a more coherent language between handcrafted luxury and advanced technology. The process began with conceptual explorations and sketches, and was later translated into 3D through the development of geometry, textures, details and lighting, followed by visualisation and rendering in KeyShot.

PROCESS

Concept exploration through sketching, refinement of switches and tactile interface, integration of crystal and lighting, pattern strategy development, 3D modelling in Rhinoceros, definition of textures and details, and visualisation in KeyShot for presentation and concept communication.



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LUXURY EV CENTER CONSOLE

DESCRIPTION

Development of a center console for the BeyonCa Opus 1 GT, conceived as an element capable of combining clean architecture, material refinement and functional integration within one coherent assembly. The project explored different possibilities for the central control area, aiming for a solution that felt visually calm yet technologically advanced, where crystal, metal, ambient lighting and formal continuity worked together as part of a unified interior language. The proposal brought together everyday functions, storage, interfaces and comfort-related details in a console designed to reinforce the premium character of the cabin.

MY CONTRIBUTION

Within the team, I worked directly on the development and refinement of the console, both in its overall form and in the definition of several of its key details. My contribution included the resolution of the lower area with cup holders, phone charger, crystal and metal PRND, the opening and functions of the console doors, as well as the rear air vent for the back-seat passengers. I also worked on the integration of crystal elements, the refinement of details, and the visual coherence of the console within the overall interior language, aiming to balance luxury, precision and clarity of use.

PROCESS

Concept development, packaging studies, definition of architecture and details, 3D modelling in Rhinoceros, refinement of components and functions, and support for 1:1 milled prototyping to evaluate proportions, integration and functionality. Visualisation in KeyShot and AI-assisted tools for concept communication.

VIDEO REFERENCE PUBLISHED INTERIOR

Videohttps://www.youtube.com/watch?v=hkPBKT9lwZE

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TURBINE CLOCK CONCEPT

DESCRIPTION

Development of a luxury concept clock for the BeyonCa Opus 1 GT, designed as a precision piece with a strong technical and emotional presence within the interior. The project took the turbine of an aircraft as its main inspiration, not only in the outer architecture of the clock but also in the internal construction of the dial, aiming to convey precision, sophistication and a refined technical character. The proposal reinterpreted high-end watchmaking codes within a contemporary automotive context, exploring both an analogue version and a digital alternative to evaluate different levels of expression, technology and integration with the interior.

MY CONTRIBUTION

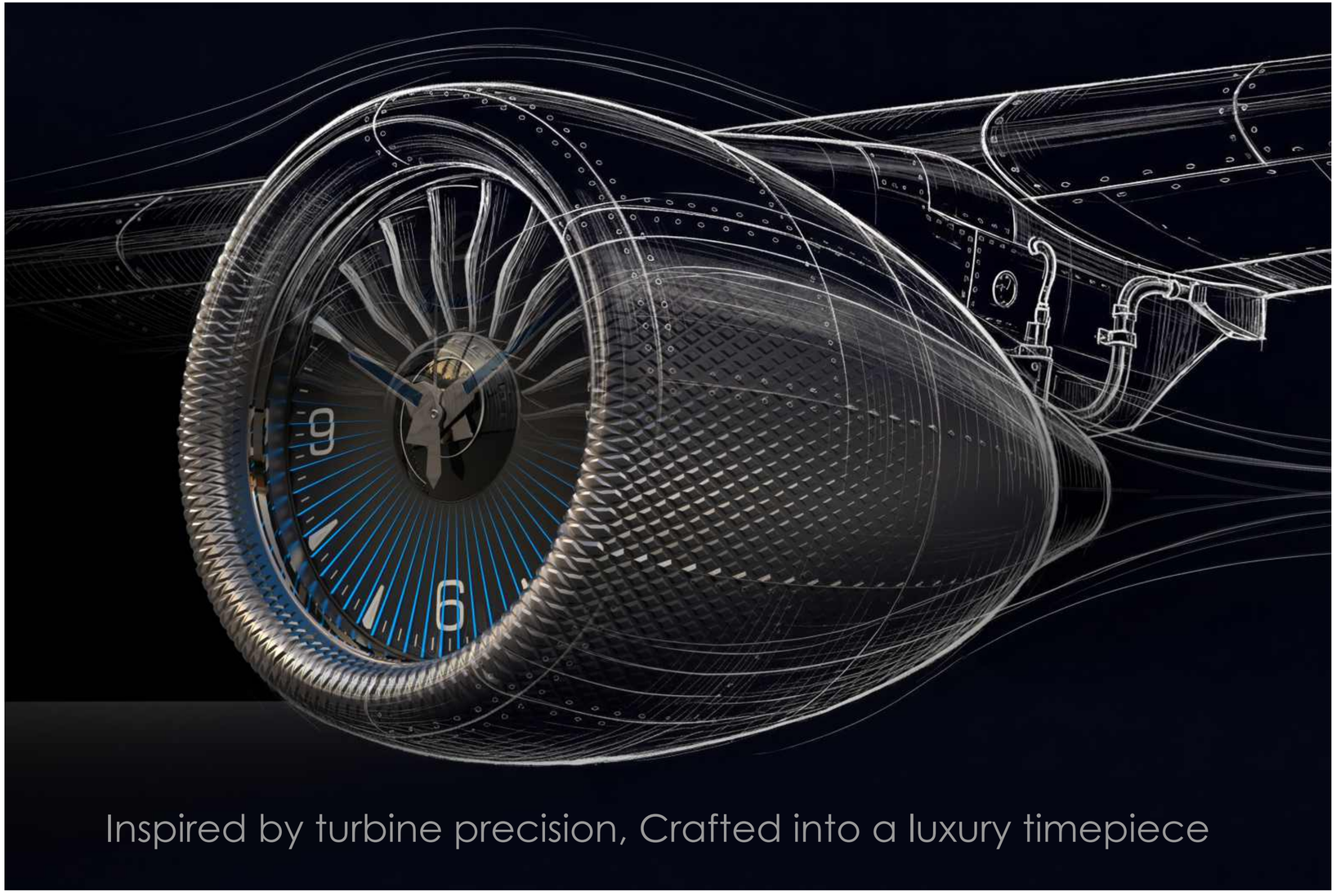
I developed this piece from start to finish, from the initial idea and early concept sketches to its complete 3D resolution. My work included defining the formal language, proportions, interior and exterior detailing, and translating the turbine concept precisely into each component. I also developed the textures and surfaces in 3D, using the diamond as the basis of the pattern strategy, and explored different variants to study presence, materiality and coherence with the overall vehicle language. Although the development was part of a team effort, I was responsible for conceiving the piece, developing it and carrying it through to a final proposal with a high level of precision in every detail.

PROCESS

Concept development through sketching, turbine-inspired architecture definition, full 3D modelling in Rhinoceros, texture and pattern strategy development, exploration of analogue and digital variants, preparation for 3D printing to check scale and proportions, and visualisation in KeyShot for presentation and concept communication.

VIDEO REFERENCE PUBLISHED INTERIOR

Videohttps://www.youtube.com/watch?v=hkPBKT9IwZE



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MODULAR SIGNAGE SYSTEM

DESCRIPTION

Thesis project developed for the city of Córdoba, Argentina, based on the observation of a recurring problem in public space: the coexistence of different types of signage, traffic lights and urban supports installed by different suppliers over time, making maintenance, part replacement and the creation of a coherent visual language across the city more difficult. From that diagnosis, the proposal introduced a modular system based on a single aluminium extrusion, capable of adapting to multiple urban functions through variations in length and internal configuration. The aim was to unify criteria, simplify maintenance, reduce costs, and allow one profile to be applied across traffic signage, transport information, tourist guidance, cycling infrastructure, wayfinding and public lighting.

MY CONTRIBUTION

In this project, I worked on the full definition of the system, from the conceptual approach to its formal and functional resolution. I developed the extrusion profile, the modular logic, its different applications and the overall language of the system, aiming to ensure that a single element could respond clearly to different urban needs. The work focused on combining adaptability, visual coherence and production logic, understanding how one unified system could integrate different internal technologies depending on the required function, whether for lighting, signalling, information or interaction.

PROCESS

Urban problem identification, conceptual system development, extrusion profile definition, study of functions and usage variants, integration of different internal technologies according to application, 3D modelling in Rhinoceros, and visualisation for project presentation.

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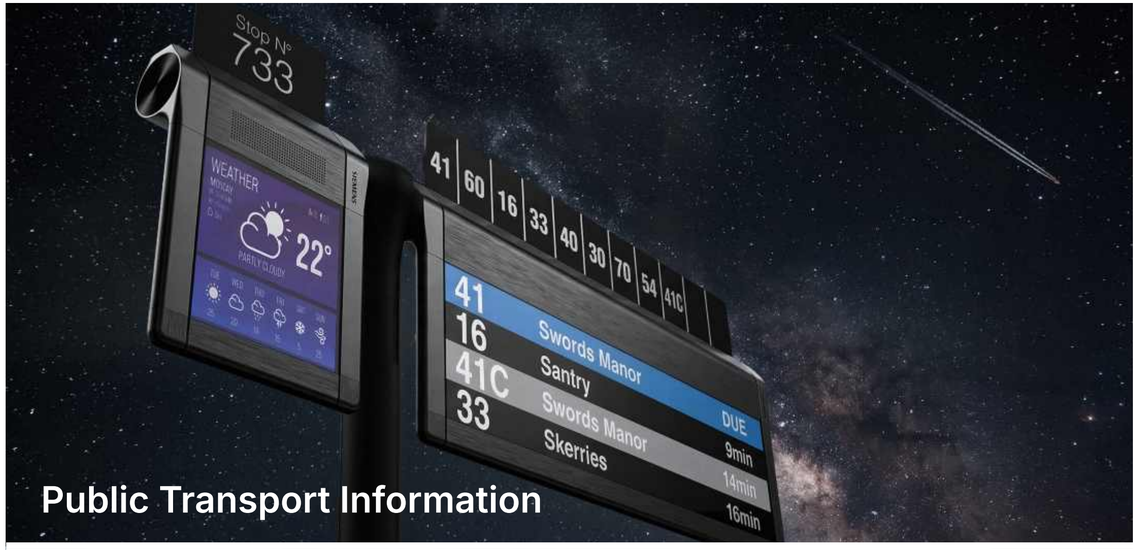

Public Transport Information

Interactive Tourist Information

Cycling Signal Unit

Public Lighting Unit

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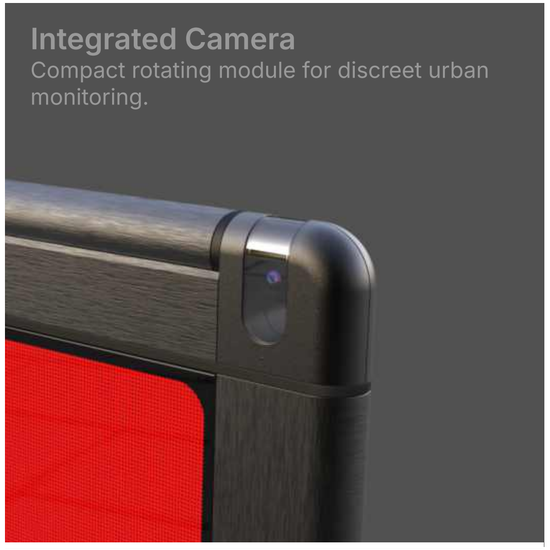

Integrated Camera

Compact rotating module for discreet urban monitoring.

Solar Tracking

A rotating panel system designed to follow the sun.

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GENEVA BY PAGANI

DESCRIPTION

A high-performance automotive icon translated into a wearable mechanical object.

Development of a luxury concept watch created for Pagani, conceived as a direct extension of the brand's material, technical and emotional universe. Rather than taking superficial references from the vehicle, the project aimed to condense Pagani's most recognisable codes into a single object: obsession with detail, mechanical precision, the balance between craftsmanship and technology, and a strong formal identity linked to the automobile. The watch was conceived as a small moving sculpture, with the vehicle placed at the centre of the composition and rotating on its own axis as if displayed on a presentation platform, becoming the main gesture through which time is read. Around it, materials, screws, carbon fibre, milled aluminium, signature elements, colours and textures reinforce the idea of wearing a small Pagani on the wrist.

MY CONTRIBUTION

Project developed in collaboration with Lucas Colombo Carbone, with whom I continuously shaped and refined the conceptual direction of the piece throughout the process. Within that shared work, my role focused on carrying the proposal through to its complete materialisation, developing the watch at a formal, technical and three-dimensional level all the way to its final resolution. My work included defining the overall architecture, translating Pagani's language into each component, carrying out the full 3D modelling of the case and all its parts, developing vehicle-inspired details — such as the crown linked to the four signature exhausts, the milled surfaces and the material logic of the object — as well as exploring innovative solutions, refining the subtle formal qualities needed to consolidate the proposal, and producing the final visualisation of the project.

PROCESS

Research into Pagani's formal and material codes, conceptual development of the watch as an extension of the vehicle, definition of architecture and time-reading logic, full 3D modelling of the case, components and packaging, exploration of materials and variations, development of interchangeable straps, and final visualisation for concept presentation.

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ADDITIONAL PROJECTS

These projects are not included in this PDF. Click any image to view the full project online.

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VISIT WEBSITE

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