

Alex Y. Chou

Product + Transportation Design Leader

Designing complex physical products from concept to reality.

I'm a designer and creative entrepreneur with 18+ years of experience developing vehicles and physical products from early concept through prototype and production.

My career has taken me from transportation and industrial design at Pininfarina, to sustainable mobility, to leading vehicle design at XING Mobility—where I joined the Miss R program as its first designer, developed the initial prototype, and later built and led a five-person design team for the V2.0 program.

Today, as founder of CRDN, I lead the design and development of vehicle systems and products, working across design, engineering, prototyping, manufacturing, and business.

Miss-R Electric Supercar

From the first designer on the Miss R program to leading a five-person design team developing a \$1M limited-production electric supercar.

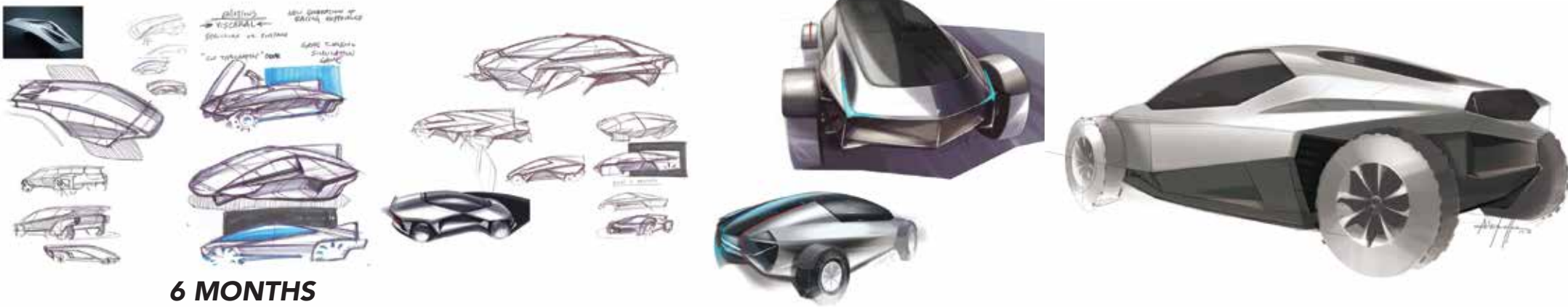


Xing Mobility, Taipei 2016-2020
Chief Designer

Miss-R Electric Supercar

V1.0 _STARTING FROM ZERO

Joined XING Mobility at the beginning of the Miss R program as its first designer, establishing the vehicle's initial design direction and leading the exterior and interior design development from concept toward a functional prototype. Working closely with the engineering team, the program moved rapidly from early sketches and vehicle packaging through CAD development, fabrication, and assembly.



6 MONTHS
Initial sketches --- running prototype

V2.0 — FROM PROTOTYPE TO PRODUCT

Following the debut of V1.0, a five-person design team was built to develop Miss R V2.0 as a limited-production electric supercar. The next phase moved beyond the initial prototype into detailed vehicle development, with individual components designed to meet automotive requirements and production standards. Working closely with engineering, the design evolved through continuous problem-solving—resolving packaging, structural, manufacturing, and functional challenges while maintaining the original design intent.

5-PERSON DESIGN TEAM
19-UNIT PRODUCTION TARGET
US\$1M TARGET PRICE



**ONE PLATFORM.
TWO PERSONALITIES.**



Off-road mode

Miss R was conceived to perform both as a high-performance track car and an off-road rally vehicle—creating one of the program's key design and engineering challenges.

The off-road configuration required a dedicated set of rally components and accessories while maintaining the core vehicle architecture and a cohesive design identity.



Interior & CMF Development

Led the interior and CMF design direction for V2.0, guiding the design team in developing a cohesive, driver-focused environment—from overall interior architecture to individual components, materials, finishes, and detailing.



DRIVER-CENTRIC BY DESIGN

Detailed component studies focused on the interaction between driver and machine—from control placement and ergonomics to materials, tactility, and visual feedback—establishing a consistent design language throughout the cockpit.





Sustainable Trimaran

Developed at Miniwiz as an exploration of sustainable marine mobility, the trimaran incorporated POLLI-BRICK, Miniwiz's structural building system made from recycled PET, as the vessel's primary flotation material.

Led the industrial design direction, integrating the unconventional material system into the vessel's architecture and overall design while working closely with the development team to translate the concept into a functional prototype.



Miniwiz, Taipei
Industrial Design Director

2010-2011

Electric Autonomous Bus

REIMAGINING AUTONOMOUS MOBILITY

Commissioned by Taiwan's Industrial Technology Research Institute (ITRI) to reimagine an autonomous electric test vehicle through a complete exterior and interior redesign. The exterior was developed around a protective shell concept, creating a distinctive visual identity around the existing vehicle architecture while accommodating the technical and packaging requirements of the autonomous platform.



Xing Mobility, Taipei 2016-2020
Chief Designer



Project leadership · Design direction · Client collaboration · Exterior + interior

FROM TECHNOLOGY TO MOBILITY EXPERIENCE

Led the complete vehicle design program from concept through final execution, managing the internal design team while serving as the primary interface with the client.



Electric Autonomous Bus

DESIGNING FROM THE INSIDE OUT

The interior was reconfigured to create a more open and flexible passenger environment, balancing seating, standing capacity, circulation, and accessibility within the constraints of the existing vehicle platform.

Xing Mobility, Taipei 2016-2020
Chief Designer



PRIVATE AIRCRAFT INTERIOR

AUTOMOTIVE THINKING, BEYOND THE CAR

Developed interior design concepts for private aviation at Pininfarina Extra, exploring spatial experience, materials, and detailing within the technical constraints of an aircraft cabin.

The work combined Pininfarina's automotive design sensibility with the expectations of bespoke luxury environments, requiring careful attention to proportion, functionality, craftsmanship, and the passenger experience.

Pininfarina Extra USA, Fort Lauderdale FL. 2008-2009
Industrial Designer



Exterior Graphics



variations



Interior : Color_Material_Finish_Design

DESIGN THROUGH MATERIAL

Developed CMF proposals for bespoke private aircraft interiors, translating design themes into coordinated combinations of materials, colors, textures, and finishes.

The process explored how subtle changes in material selection and detailing could shape the character of an interior while maintaining a cohesive design language across the cabin.

DRIVEN BY LIFESTYLE

Founded CRDN as a vehicle and product design studio focused on creating thoughtful systems for life on the move. Leading the business from product strategy and design direction through engineering coordination, prototyping, supplier development, manufacturing, and customer delivery—bringing design decisions closer to the realities of how products are built, sold, and used.

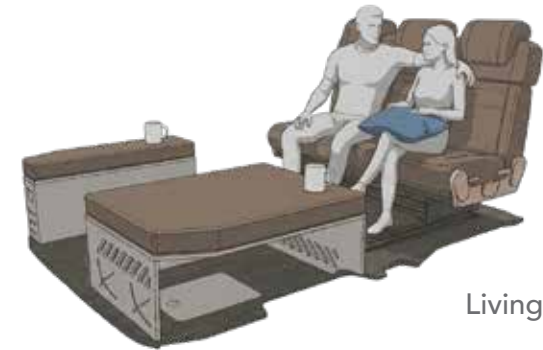


CRDN, Taipei 2024-Present
Design Director

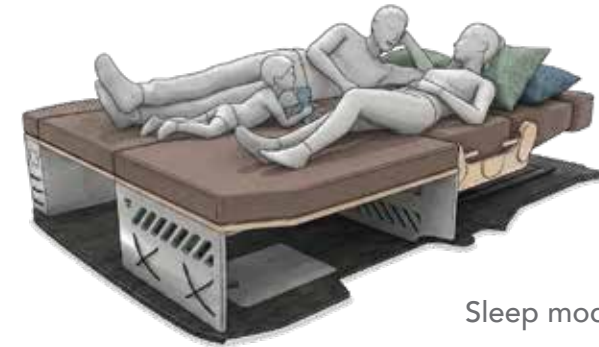
VEHICLE PACKAGING + SPACE PLANNING

Developed multiple interior configurations around different user needs, vehicle architectures, and modes of use—balancing passenger space, sleeping, storage, utilities, and circulation within a highly constrained footprint.

Each layout is evaluated as a complete system, considering ergonomics, accessibility, component integration, and how the vehicle transitions between driving and living modes.



Living room mode



Sleep mode



Driving mode

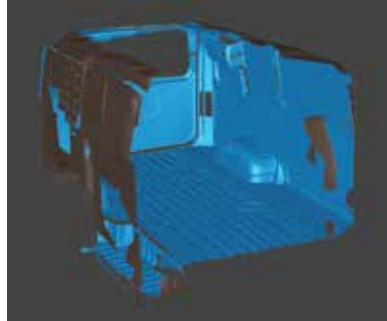
DIGITAL --- PHYSICAL

Each vehicle begins with a 3D scan to capture the existing interior architecture and define an accurate digital workspace.

Designs are developed in CAD around real vehicle constraints, then translated directly into prototypes and CNC-fabricated components for assembly and installation. This integrated process allows design, fit, and construction details to be continuously refined from digital model to finished product.



Blank canvas



3D scan



CNC



Build



Assemble

CMF



Perspective View



SLEEP/REST



CAMP DINING



WORK

DESIGNED. BUILT. DELIVERED.

Each finished build brings together vehicle packaging, product design, CMF, fabrication, and installation into a fully realized vehicle designed for real-world use.

With every new vehicle platform, 3D scan data and development knowledge are added to CRDN's growing database—creating a reusable foundation for future products and vehicle programs.





DESIGN BEYOND THE OBJECT

Founded Gochic to build a design-led bicycle brand around Taiwan's world-class bicycle manufacturing ecosystem.

The brand combined original product design with the craftsmanship, engineering expertise, and production quality of specialized local suppliers—transforming design concepts into distinctive, production-ready bicycles and accessories.

Led the process from product and brand development through supplier collaboration, prototyping, production, and market launch.

Gochic, Taipei
Creative Director, Founder

2012-present

MINIYEE

The award-winning MiniYEE combines a distinctive three-dimensional chromoly frame with carefully selected components and finishes—reflecting Gochic's focus on craftsmanship, durability, and understated urban design.

The bicycle features a Gates Carbon Belt Drive, Shimano 8-speed internal hub, raw lacquer frame finish, and upgraded components selected to create a clean, low-maintenance, and refined riding experience.

