



MPG DESIGN PANEL 2012 - EXECUTIVE BIOGRAPHIES

Derek Jenkins
Director of Design
Mazda North American Operations

Derek Jenkins is director of design for Mazda North American Operations (MNAO). In this role, he oversees all design developments, including exterior and interior design, color and material, accessories and overall design strategy. Jenkins spearheads both global and local production programs as well as concept vehicles and special models.

A veteran designer, Jenkins joined Mazda directly from his former position as chief designer for Volkswagen North America. Prior to his tenure with Volkswagen, Jenkins spent eight years with Audi, serving first as lead exterior designer, followed by assistant chief designer for Audi Design.

Jenkins is credited with numerous concept and production vehicles including the Mazda Shinari, Audi A2, A8 and Volkswagen Scirocco concept. Other key accomplishments include the Volkswagen Microbus Concept, Volkswagen Ragster Concept, Volkswagen Concept T, Volkswagen GX3 and SEMA concepts from 2005 through 2008. Jenkins also played an integral role in the design of the Kobe Bryant Signature Adidas basketball shoe.

Jenkins holds a Bachelor of Science degree from the Art Center College of Design. He resides in Malibu, Calif. with his wife and two sons.

Richard Kim
Senior Designer
BMW Group DesignworksUSA

As a senior designer at BMW Group DesignworksUSA, Richard is responsible for creating automotive and transportation design solutions. Richard started with DesignworksUSA in 2005 as a designer in the Automotive Department. In 2006, Richard worked on the exterior design for the X1 concept and production vehicle. The X1 was highly praised by the media as well as design jurors and garnered a 2010 Red Dot Product design award, a 2010 Auto Bild design award, and a 2010 IDEA finalist award.

In 2008, Richard worked with the BMW I team focused on the visionary mobility of the BMW i3 production vehicles. In 2009, Richard was promoted to senior designer, and in 2011 he completed the BMW i3 and BMW i8 exterior concepts. These vehicles debuted at the IAA Frankfurt Auto Show. At the Beijing Auto Show, Richard's design for the i8 Spyder concept was released.

Prior to joining DesignworksUSA, Richard worked on short assignments at Volkswagen in California, Audi in Barcelona, and Nissan in London. During these assignments, Richard realized his passion for automotive and global design.



Richard attended Art Center College of Design in Pasadena, CA and graduated with a degree in transportation design in 2004. Richard is still involved with Art Center and has taught a transportation design course since 2008.

Jae S. Min
Chief Designer, Group Interior
Volkswagen Group of America, Design Center California

Jae has been with Design Center California (DCC) and Audi headquarters studio in Ingolstadt, Germany since 1996. He is currently chief designer of Group Interior for all brands, after serving as chief designer for Audi brand division at DCC.

After graduating from the Art Center College of Design with honors in the winter of 1994, he went on to experiment with broader application of industrial design, and within a year, he saw several of his designs being launched in the market ranging from Kenwood audio electronics, medical equipments, and professional fitness equipments.

He finally found his home at DCC in 1996, established in 1990 in Simi Valley, California (relocated to Santa Monica, CA in 2006). Soon after, he lived in Ingolstadt, Germany to be the exterior designer of the Audi Allroad concept project and other internal concepts.

Jae has been also serving as a design instructor for senior undergrad transportation design at the Art Center College of Design since 1995.

Peter Schreyer
Chief Design Officer
Kia

Peter Schreyer was born 1953 in Bad Reichenhall, Germany, and early on developed a passion for cars, airplanes and art.

During his study of industrial design at the University of Applied Science in Munich, Schreyer took an internship at Audi Design which began a 28-year relationship with Audi and Volkswagen.

After studying at the Royal College of Art in London he began his first job at Audi in 1980. Later, in 1993-94 he worked at Volkswagen creating such cars as the Passat, the Golf and the production version of the New Beetle.

As a chief designer at Audi between 1994 and 2002, Schreyer played an important role in the building of Audi into a premium design brand.

His work at Audi and Volkswagen was recognized and honored with various international design awards and the Audi design team was honored as "Design Team of the Year" in 1999.

In 2002 he returned to Volkswagen as a chief designer. Then, in 2003 he received the highest personal recognition - the Design Award of the Federal Republic of Germany.

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In 2006, Schreyer took on the new challenge of becoming chief design officer at Kia. The following year, he received an honorary doctorate from the Royal College of Art in recognition of his contributions to automotive design.

Under Schreyer's leadership, Kia has completely renewed its product range and developed new design identity. The success of the new design strategy was recognized with various international design awards. Kia sales and brand value have increased dramatically.

The connection of passion and creativity has been essential to Peter Schreyer's career in the automotive industry and to his creative work in his free time, which mainly involves painting. In South Korea, his art project "Box Rest" for the Gwangju Design Biennale in 2009 was a milestone to establish his reputation as an artist.

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