Fabian Schray Design

Design Strategy
Mobility Systems

Q2 · 2026

Portfolio

Hello,
I’m Fabian.

I’m an Industrial Designer and Product Developer specialising in product systems and architecture. I translate complex constraints into clear, buildable concepts through strategic thinking, technical development, and coherent form language.

Focus — Product systems and architecture shaped around usability, clarity, and buildability.

Role — Industrial Designer and Product Developer bridging concept thinking, technical development, and brand-led execution.

Scope — Outdoor hardgoods, urban mobility, scalable product families, and ecological design.

Strengths — Strategic product thinking, coherent form language, product architecture, prototyping, and manufacturing-aware detailing.

Tools — Fusion 360, Alias, KeyShot, Adobe InDesign, Illustrator, Photoshop, selected AI workflows.

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Professional Journey.

A Transnational Perspective on Design

My professional path is defined by the transition from the precision-driven automotive heritage of Southern Germany to the systemic and human-centred design approach of Scandinavia.

At Mercedes-Benz, I refined my understanding of aesthetic excellence and brand heritage. This foundation was later expanded at ONOMOTION in Berlin, where I developed the industrial design for complex urban mobility solutions, balancing technical constraints with user-centred innovation.

My time in Sweden (Stockholm · Malmö · Lund) further shaped my perspective, instilling a sense of North-European clarity and sustainability to my work. Today, I merge these influences to develop products that are as technically robust as they are coherent in form.

Contents.

A curated selection of industrial and transportation design projects, ranging from large-scale urban mobility systems to technical outdoor equipment and systemic ecological solutions.

ONO.

01

Driven by the belief that cities should be built for people, not for traffic, the ONO project aims to reclaim urban space by rethinking the logistics chain from the ground up.

By combining the agility of micro-mobility with the volume and reliability of automotive engineering, we created a new vehicle category. My role was to translate this hybrid DNA into a cohesive design language that balances technical constraints with an approachable, iconic aesthetic.

The result is a pioneering emission-free cargo bike engineered to replace conventional vans in last-mile delivery. The system integrates 360° weather protection with a modular cargo architecture. Designed for urban logistics and currently in serial production.

Client: ONOMOTION (Berlin)

Timeline: 2017—2018

Role: Exterior Design Development

Ownership: Exterior design execution • design language translation • functional integration • prototype refinement

Outcome: Production-ready exterior concept for a serially produced urban cargo bike platform

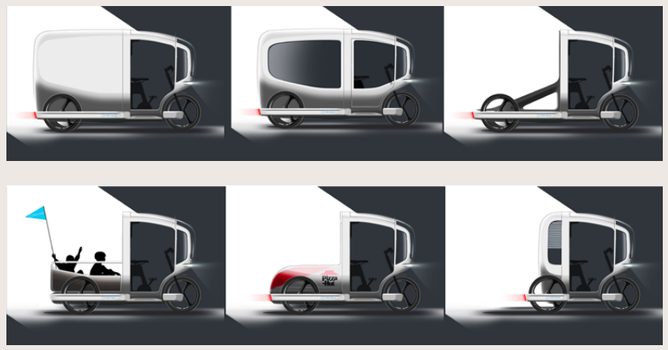
Clear The Air.

Urban logistics are at a breaking point. As cities grow, the traditional van has become a symbol of congestion and inefficiency. **ONO was designed to reclaim the streets, moving beyond the limitations of conventional vehicles by merging the agility of a bicycle with the capacity of a truck.**

The core philosophy focuses on a human-centric approach: reducing the physical and visual footprint of last-mile delivery. By implementing a modular system and a zero-emission drivetrain, ONO doesn't just transport goods, it provides a scalable infrastructure for a quieter, cleaner, and more livable urban environment. A systemic answer to the complexity of the modern city.

Early Concept Exploration — One platform, limitless applications. The modular chassis architecture allows for seamless transitions between diverse urban delivery requirements.

Lifestyle • B2B Logistics • Cargo Solutions • Urban Mobility



Transportation Design — Fabian Schray

Process Overview.

From initial ideation to the final functional prototype, the ONO development process was a rigorous journey of physical and digital validation. By combining 1:1 scale prototyping with Class-A surface refinement, we bridged the gap between visionary design and industrial feasibility.

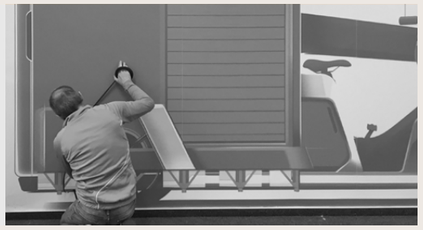
Timeline

Early exploration
Design refinement
Technical validation
System integration
Public proof

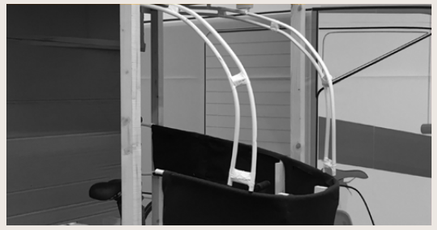
Ideation —
Sculpting a suitable exterior

Kick off

1:1 Taping —
Searching for the best proportion

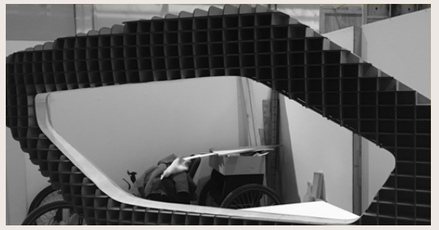


Mock-up —
Establishing the interior package



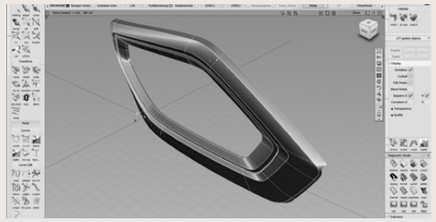
Concept Freeze

Prototyping —
Evaluating lightweight structures



Ergonomic Assessment —
Optimising joint angles and ergonomics

Class-A Modelling —
Refining surface quality

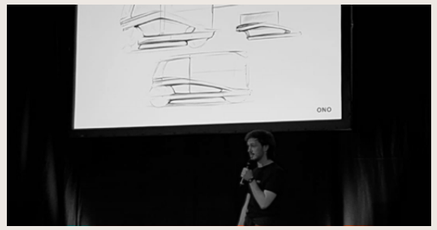


Design Freeze

Functional Prototype —
Testing the vehicle on the road

Design Assembly —
Completing first full assembly

Public Presentation —
Communicating design and process



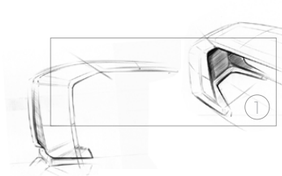
Launch

Team Spirit —
Growing the design team

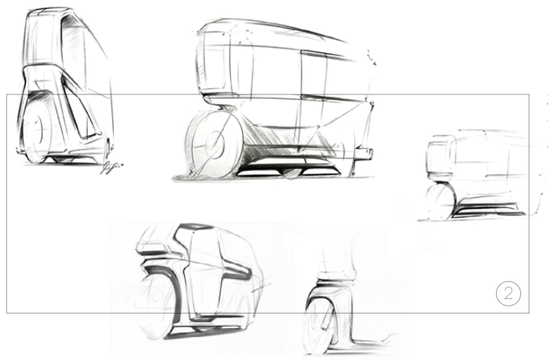
Journey end

Design Genesis.

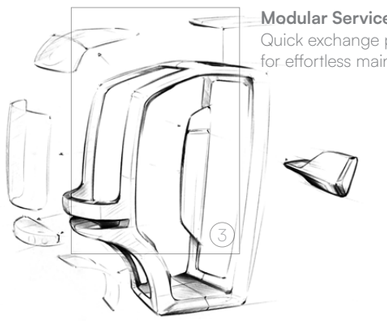
The design phase was defined by the challenge of translating a high and narrow technical package into a balanced, iconic silhouette. A central priority was the integration of full 360° weather protection while maintaining the agility of a micro-mobility solution. Through iterative sketching and volumetric 3D studies, we **refined these challenging vertical proportions into a cohesive aesthetic that feels stable yet approachable in the modern urban landscape.**



Vertical Logic —
Finding a balanced silhouette for the narrow, high-volume package.

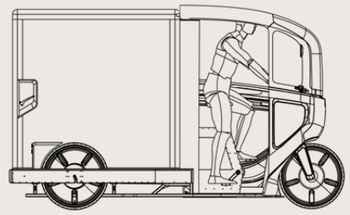


3-Wheel Agility —
tight turning on the spot unlocks unique proportions.



Modular Service —
Quick exchange parts for effortless maintenance.

Semi-Open Cabin —
Shielding the rider while ensuring seamless entry and exit for rapid last-mile operations.



Posture & Packaging —
Integrating an upright cycling geometry to ensure driver comfort and optimal sightlines within a high-density cargo framework.

Modular Cargo Unit —
Streamlining last-mile delivery through rapid exchange cycles.

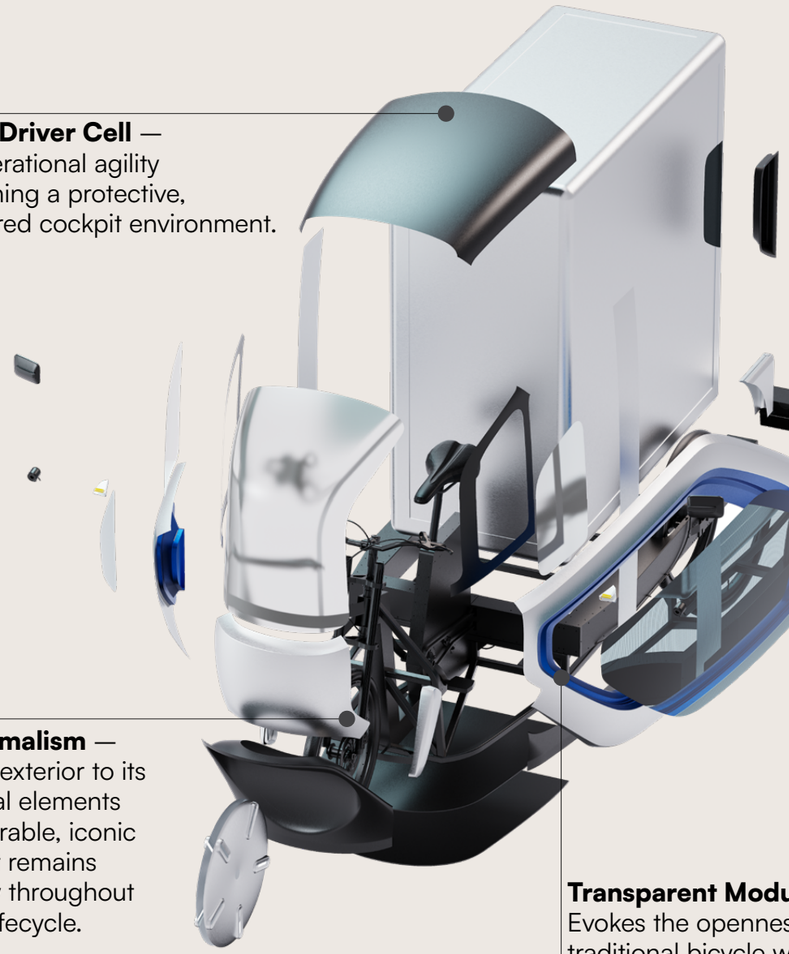
Symmetrical Fork Structure —
Supporting structural integrity through an iconic and integrated chassis evolution.

Transportation Design — Fabian Schray

Engineering / Packaging.

The engineering of ONO focuses on a symbiotic relationship between high-performance logistics and sophisticated industrial design. By deconstructing the vehicle into its core functional modules, we achieved a highly scalable platform that balances technical constraints with a premium user-experience.

Asymmetric Driver Cell —
Enhances operational agility while maintaining a protective, human-centered cockpit environment.



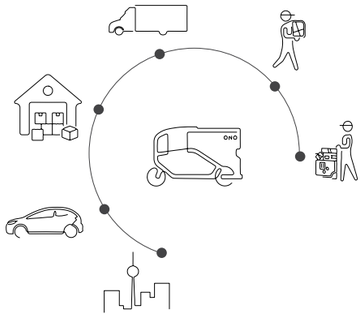
Refined Minimalism —
Reducing the exterior to its core functional elements to create a durable, iconic silhouette that remains contemporary throughout the vehicle's lifecycle.

Transparent Module —
Evokes the openness of a traditional bicycle while reinforcing the lightweight construction and iconic brand recognition.

Transportation Design — Fabian Schray

Operational Ecosystem.

The ONO platform decomposes last-mile logistics into modular units.
Cargo modules, hubs and vehicle form a flexible B2B ecosystem that adapts to different industries. This enables fast swapping, ergonomic workflows and scalable operations in dense urban areas.



System Impact — Modular logistics improves access, speed, and urban efficiency.

Swap Logic & Ergonomics —
Interchangeable cargo units for industry specific needs and rapid cycles. Intuitive interaction points between vehicle and logistics personnel.

Real Environment Testing —
Technician loading a cargo unit.

Recognition.

Approaching its first decade, ONO has earned significant recognition and a lasting footprint in the design landscape.

Scan for exhibition context. ↓

Exhibition: “Transform! Designing the Future of Energy”
— Vitra Design Museum (2024)

As a design-led benchmark in urban logistics, ONO represents a fundamental shift toward sustainable, human-centred mobility.

Endorsement —
“Fabian is an exceptionally creative professional who deeply understands engineering constraints and cost aspects. His work is perfectly balanced between innovation and brand philosophy. Works purposefully, effectively, and always with clear objectives.”

Murat Günak — CEO & Head of Design

Transportation Design — Fabian Schray

Product Design — Fabian Schray

Primus Drinkware. 02

Redefining technical excellence by framing professional equipment as a sophisticated statement. Our vision is a benchmark-class drinkware system: **An iconic tool bridging the gap between extreme alpine performance and a refined urban lifestyle.**

By merging Scandinavian aesthetics with high-precision modularity, we developed a collection rooted in Gorpcore relevance, ultra-lightweight, uncompromisingly robust, and tailored for a diverse, global audience.

The resulting SS26 ecosystem is a comprehensive product family that sets a new benchmark for professional outdoor gear. It offers intuitive, compact solutions designed for every adventure, from high altitude expeditions to daily city use.

MIKA — Wide Mouth Flask Family

Nominee — Scandinavian Outdoor Award 2025

Client: Primus-Silva Sweden AB (Stockholm)

Timeline: 2024—2026

Role: Lead Industrial Designer

Ownership: Design direction • product architecture • form language development • cross-category process leadership

Outcome: Retail-ready drinkware system defining a clearer and more cohesive Primus design language

Status: Retail launch at Naturkompaniet and Globetrotter

Platform Design.

The collection is engineered as a versatile product family to cover a comprehensive range of use cases, ensuring a seamless transition between high-performance outdoor activities and sophisticated urban daily use. By addressing diverse thermal and mechanical requirements, the ecosystem creates multiple touchpoints for the user, fostering long-term brand loyalty.

MIKA — Wide Mouth Flask
The versatile core of the system. A vacuum-insulated flask built for everyday carry, from desk to trail.

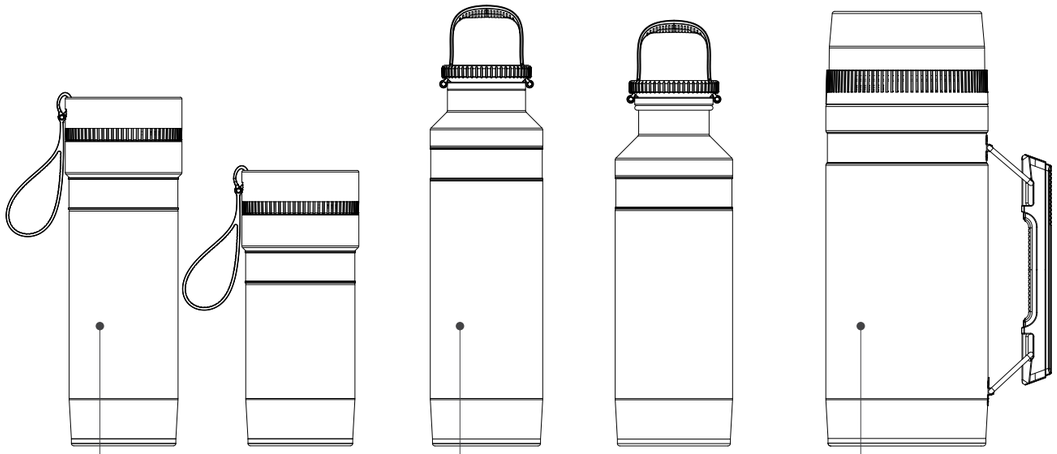
TUFA — Narrow Mouth Flask
Built for lightweight performance. Narrow-mouth precision for long days in cold, windy, alpine conditions.

BASALT — Foodbottle (Pro use)
Pro-use insulation for meals on the move. Wide access and robust construction for demanding day-to-day use.

BASALT — Thermobottle (Social use)
Designed for social settings. A family-friendly thermobottle for socialising, serving, and everyday hydration.

KVARTS — Tritanbottle
Light, durable, and fast. Impact-resistant hydration for movement, travel, and fast-paced activity.

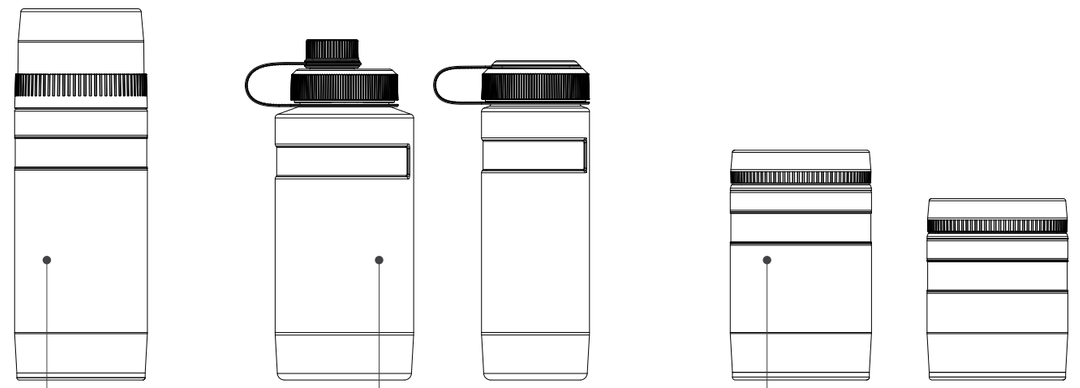
FLINTA — Lunchjug
Outdoor dining, simplified. A wide-access container designed for clean packing, easy opening, and rugged use.



MIKA — Wide Mouth Flask
Insulated · Thin core — **Urban Commuters**

TUFA — Narrow Mouth Flask
Lightweight · Thermal retention — **Alpinists**

BASALT — Foodbottle
High-volume · Rugged — **Field Workers**



BASALT — Thermobottle
Shareable · Table-ready — **Families**

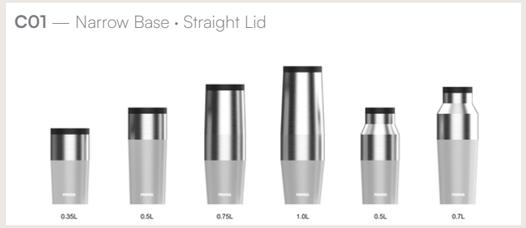
KVARTS — Tritanbottle
Ultra-light · Resilient — **Endurance Athletes**

FLINTA — Lunchjug
Wide-access · Easy-clean — **Overlanding**

System Architecture.

Round 1 — Silhouette Exploration

Goal — Define an iconic, heritage-balanced silhouette.

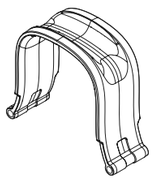


Engineered Aesthetics — System Architecture

To resolve years of morphological inconsistency, we developed a unified architecture in parallel with the new Engineered Aesthetics guidelines. By defining proportional DNA and cross-component rules, the platform reduces SKU complexity while maintaining a consistent visual signature across the range — 0.35 L to 1.5 L.

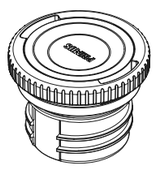
Function — Requirements & Interaction

Ergonomics and compactness —
Anatomical loop geometry optimized for high-load durability and intuitive two-finger carry comfort.



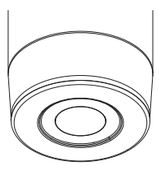
Flexible comfort strap

Modular Lid System —
Universal thread architecture ensures cross-component compatibility and spill-proof thermal sealing.



Cross-compatible lid

Stance and Stability —
Tapered base provides a low center of gravity and seamless fit in standard vehicle cup holders. The small radii promote a wide base for stability.



Stable in cup holders

Round 2 — Feature & Form

Focus — Defining how function transitions into form.

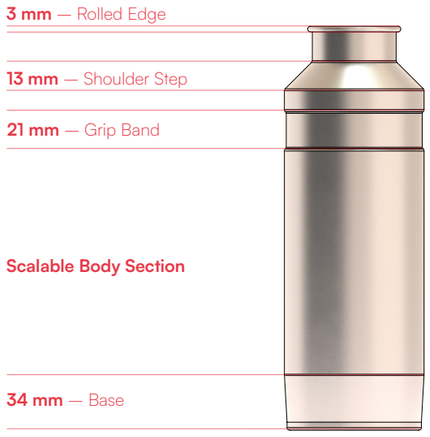
Key — Evaluation
Red — Ergonomic win
Grey — Baseline

Round 3 — Detail Principles

These rules apply golden-ratio logic to micro-transitions, shoulders, grooves, and bottom radii—ensuring timeless proportion, functional clarity, and consistent brand DNA across the full range.

Proportional Harmony — Micro-transitions follow Fibonacci spacing to maintain visual balance and scalable brand DNA across volumes.

Radial Logic — Ratio-based radii structure grip geometry and lid articulation, creating a consistent visual cadence across the system.



Product Line.

The Primus SS26 Collection is a manifestation of engineered precision and Scandinavian heritage. Every element, from the Fibonacci-spaced grip to the modular lid system, is designed to perform in the harshest environments while maintaining a refined urban aesthetic.

Kvarts — Tritan Bottle
1.0 L · 0.6 L

Tufa — Narrow Mouth
(Insulated) 0.9 L · 0.6 L

Mika — Wide Mouth
(Insulated) 1.0 L · 0.75 L · 0.5 L · 0.35 L

Flinta — Lunchjug
(Insulated) 0.55 L · 0.4 L

Basalt — Thermobottle
(Insulated) 1.0 L · 0.75 L

Tufa — Narrow Mouth
(Single wall) 0.8 L · 0.5 L

Basalt — Foodbottle
(Insulated) 1.5 L · 1.2 L

Core Outdoor —
Compact, Lightweight, adaptable and sturdy.

Heritage & Pioneers —
Ready for the harshest and most remote places.

Integration —
Developing but aligning with Primus assortment.

Futurism & Timelessness —
Developing but aligning with Primus assortment.

Gorpcore & Gen-Z —
The bridge in between the outdoors and urban aesthetics.

Urban fit & Extended User base —
Developing but aligning with Primus assortment.

Product Design — Fabian Schray

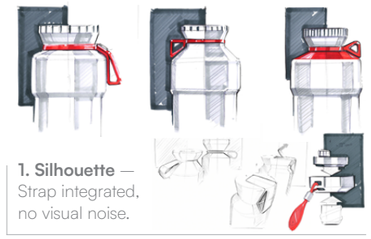
Ergonomics & Compressibility — The anatomical handle profile and grip texture ensure intuitive handling even in extreme conditions. The semi-flexible handle architecture allows for targeted compression to optimize compactness during transport.

Architectural Precision — Shoulder transitions and radii are meticulously calibrated to manufacturing minimums. This achieves maximum visual crispness and a sharp, iconic silhouette while ensuring full production feasibility and optimal material flow during the hydroforming process.

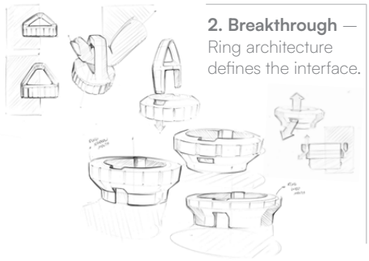
Tactile Material Contrast — Fibonacci-spaced patterns on high-performance polymer provide superior slip-resistance and thermal comfort, contrasting the rugged, raw stainless steel body.

Interface Standards.

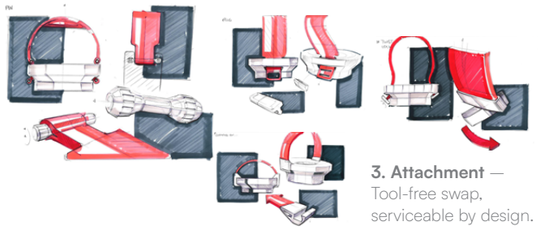
One interface. Multiple user segments. By standardising the Drinkware connection architecture, we reduce tooling complexity while enabling interchangeable components. **The result is a scalable platform, from everyday carry to technical alpine use, without redundant product lines.**



1. Silhouette — Strap integrated, no visual noise.



2. Breakthrough — Ring architecture defines the interface.



3. Attachment — Tool-free swap, serviceable by design.

01. Universal Pin Interface — Serviceability

The pin connection is the core of the strap ecosystem. Designed for longevity and user autonomy, it enables quick removal, repair, and upgrades without disassembly. A mechanically transparent solution that keeps the product functional and consistent for years.

Open — Pin released for strap removal.

Locked — Pin seated in the channel geometry.

From Office to Summit.

One thread standard. One diameter standard. All lids share the same interface across Wide Mouth and Narrow Mouth — shown here on the Mika series. This platform approach simplifies the user experience while expanding functional options across daily and outdoor contexts.

Wide Mouth Standard Cap
— Pour • Everyday

Wide Mouth Hot Sip
— Sip • Office

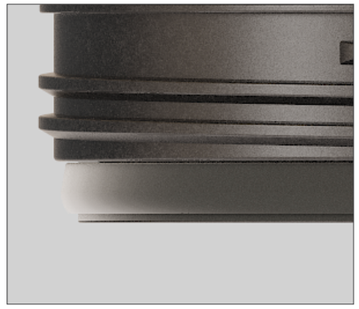
Wide Mouth Drinkcap
— Drink • Trekking

Wide Mouth Strawcap
— Straw • Sport

Variety of Volumes
— 0.35 L • 0.5 L • 0.75 L • 1.0 L

02. Standard Thread — Thread • Seal

Standardised pitch, diameter, and sealing geometry enable full cross-compatibility across lids and bodies. A single interface reduces SKU complexity while supporting multiple drinking rituals and use scenarios.



Prototyping and Production.

From SLA prototypes to near-production sales samples, each round refined proportion, detail execution, and production readiness. Factory-side quality control ensured that key radii, transitions, and material expression matched the intended design language.

SLA Prototypes — Design Freeze and Acceptance (family lineup).

Sales Samples — Near-production lineup (same lineup order).

Product Design — Fabian Schray

Hot Sip Function.

Hot Sip Click enables one-hand opening through clearly defined detent positions. The lid locks securely in both closed and open states while maintaining leak-resistant sealing during transport.

A Look Inside
Section view highlighting the detent interface.

1. Closed — 0°
Locked position for secure transport.

2. Drink — 90°
First detent for controlled sipping.

3. Unlock — 98°
Second detent releases the lid.

4. Open — 180°
Full access

Ergonomic Assessment — Percentile-based validation

One-hand usability was validated through hand-size references and iterative prototype testing. Loop clearance, thumb reach, contact radii, and torque were refined across sample rounds.

CMF and Final Products.

Thin Core Technology — Lightweight & Performance

The CMF strategy is grounded in a thin-core steel construction with a 0.3 mm inner wall, a 0.5 mm outer wall, and a vacuum layer in between. This architecture reduces weight while enabling durable surfaces, defined touchpoints, and a clean, technical product language.

01. Soft Touchpoints
— Removable silicone band and TPU carry grip soften key interactions.

02. Material Strategy
— Thin-gauge recycled steel balances low weight with structural stiffness.

03. Interaction Zones
— Brushed steel accents frame touchpoints and reinforce brand identity.

Nanga Parbat — Color System

Five colours derived from alpine environments balance neutral bases, dark equipment tones, and one high-visibility accent across the full system.

Cliffside Ash	Stainless Steel	Alpine Frost	Primus Red	Glacier Blue
PANTONE 419C	Brushed finish	PANTONE 663C	PANTONE 185C	PANTONE 536C

Brand Core palette — Primus Red • Brushed Steel (Recycled)
Seasonal tones — Cliffside Ash • Glacier Blue • Alpine Frost

Product Design — Fabian Schray

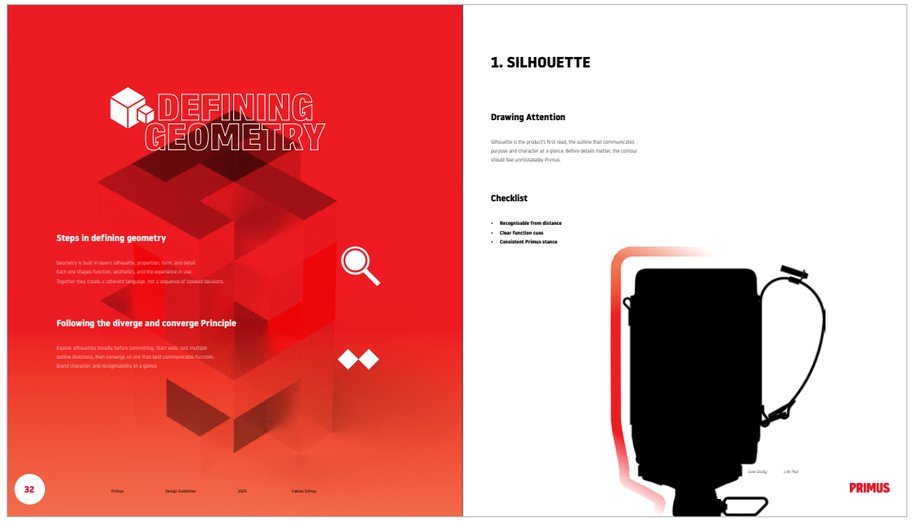
B2B Launch Preview — Sales samples

First Photoshoot — After two years of development

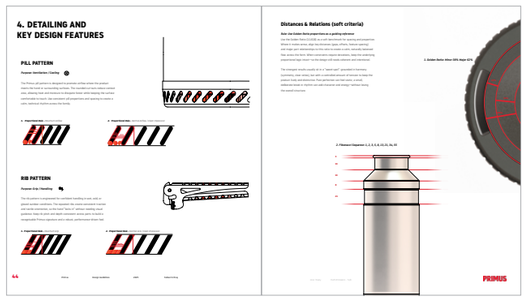
Primus Design System.

A unifying framework — Internal guidelines aligned CMF, geometry, and brand expression across drinkware, stoves, and accessories. By translating “Engineered Aesthetics” into actionable rules, the system ensured consistency from prototype to production and enabled seamless handover across teams and partners.

Excerpt 01 — Geometry • Silhouette



Excerpt 02 — Key Features



Excerpt 03 — Textures • Colour

Product Design — Fabian Schray

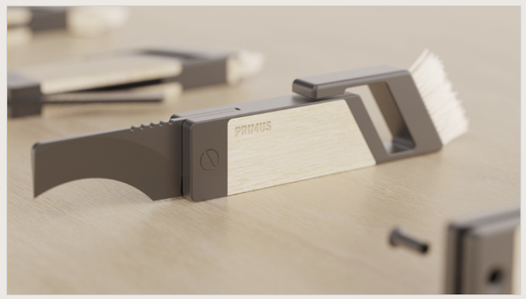
System Output.

Selected outcomes — Three products informed by the system.

PRIMUS TORQUE — A compact 3800 W sit-on-top stove with high output in a minimal footprint. The project translated Primus geometry and detail language into cast aluminium while maintaining robustness and low weight.

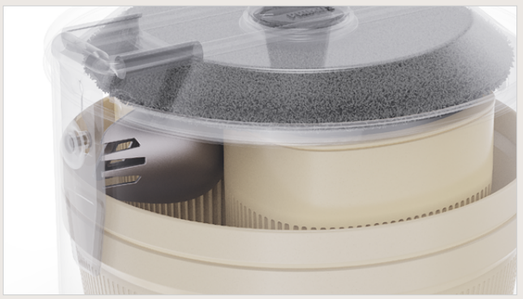
Silhouette — Torque

PRIMUS FORAGER — A Concept Study that shows a repairable mushroom knife with a compact click-system for carry and tool-free servicing.



CMF & Sustainability — Forager

PRIMUS TRAIL DUO — A holistic cooking system for two, optimized from transport and prep to cooking, eating, and cleaning. Designed as one coherent user journey.



User Journey — Cookset for 2

Maji. 03

MAJI explores how friction in daily water access can be reduced through a clear, serviceable product architecture.
Designed for Mombasa's coastal context, it is a jerrycan-compatible, no-electronics filtration module built for durability, long maintenance intervals, and straightforward filter replacement.

Target output —
2.7—3.7 L/person/day
(household use case).

Mombasa, Kenya —
Coastal water context

Timeframe: Q1 • 2021 • 8 weeks

Scope: Product design • WASH • portable filtration

Context: University project (Lund) • industry brief with UNOPS / Sony Design • team collaboration

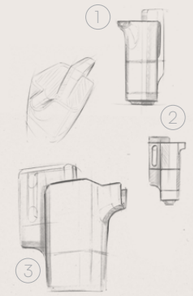
Ownership: Filtration module design • product architecture • CAD development

Outcome: Human-centred filtration concept • no-electronics architecture • serviceable maintenance logic

Status: Concept • presentation • prototyping

Architecture.

Approach — Design a jerrycan-compatible, low-failure filtration module with a clear modular stack. Integrate pumping into the carry handle, eliminate electronics, and enable tool-light servicing through accessible replacement points.



Form evolution
(early — final)

Service Access —
Clear service points
• quick filter swap

Integrated Reservoir —
0.45 L per cycle

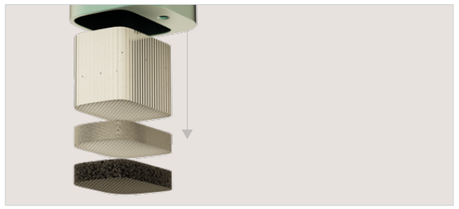
Jerrycan Interface —
Fits standard jerrycan
neck • gasket seal

Locked Handle
(Transport mode)

Field Setup.

In Mombasa, water is often available, but unreliable infrastructure means borehole water can arrive sandy and visibly contaminated. MAJI integrates into the existing jerrycan ecosystem, where water is transported from boreholes to community kitchens and households. Shared filtration units allow centralized cartridge replacement and service, reducing system failure while keeping everyday household use simple and consistent.

01. Pouring • serving — Reservoir enables direct pouring.



02. Three-stage cartridge — Activated carbon • Ceramic pre-filter • UF membrane

03. Rotates 90° — To pump from "dirty" to "clean jerrycan.

Service interval — cartridge swap after ~10,000 L (source-dependent)

Validation.

Validation focused on de-risking the architecture through physical prototyping. SLS-printed parts were used to verify fit, sealing interfaces, assembly order, service access, and cartridge-swap logic, before the prototype set was exhibited at Elmia (Jönköping) as a physical proof.

SLS prototype finishing

Prototype exhibited at Elmia (Jönköping)

Habeetat. 04

Bees are more than a symbol of nature — they are essential to biodiversity. Yet urban beekeeping is still shaped by time, space, and tool-heavy routines that keep participation at a distance.

Habeetat rethinks habitat quality, ergonomics, and harvesting as one calm, accessible beehive system, including a plug-and-play jar harvest that supports healthier colonies, enables a more respectful interaction, and makes participation feel more natural in future cities.

Timeframe: Q3 • 2020 • 6 weeks

Role: Industrial Designer

Ownership: Field research • systems thinking • prototyping • physical validation

Context: Self-directed MFA project (Lund)

Outcome: Accessible beehive system enabling tool-light harvesting

Status: Prototype validated in field trials

Outside the Office.

Field research with beekeepers mapped real workflow constraints. Traditional setups proved time-intensive, space-demanding, and tool-heavy, often disrupting both hive and bees. The brief followed directly: **streamline handling and design for a calmer interaction.**

1. Harvest moment — handling under time pressure

2. Hive structure — fragile, living architecture

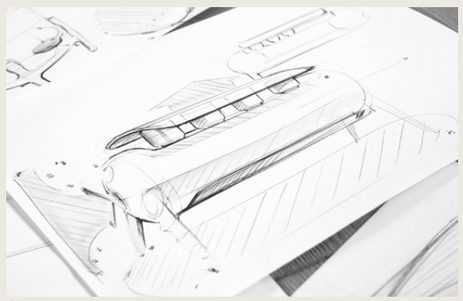
3. Tool overload — many steps, many parts

4. Setup burden — storage, prep, protection

Ideating Concepts — Field research surfaced three key constraints: harvesting was time-intensive, tool-heavy, and disruptive to the hive. Ideating helped reducing steps, footprint, and disturbance while keeping the system intuitive for first-time beekeepers.

From Diverge to Converge — We explored multiple hive architectures and converged on the direction that best balanced bee health, usability, and build feasibility. The resulting modular body and plug-in harvest interface reduced opening time and supported a calmer interaction.

Divergence — early architecture and interaction sketches.



Convergence — selected modular body + plug-in harvest interface.

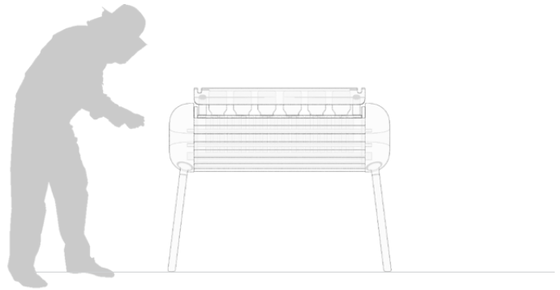
Harvesting Flow.

Reduce steps. Reduce opening time. Reduce disturbance.

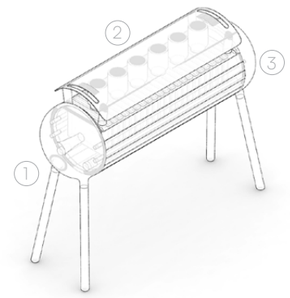
Concept — Plug-in harvest jars for quick, targeted access.

Ergonomics — Defined grip zones and comfortable posture reduce disturbance.

User Benefit — Faster sessions. Calmer bees. Lower entry barrier.



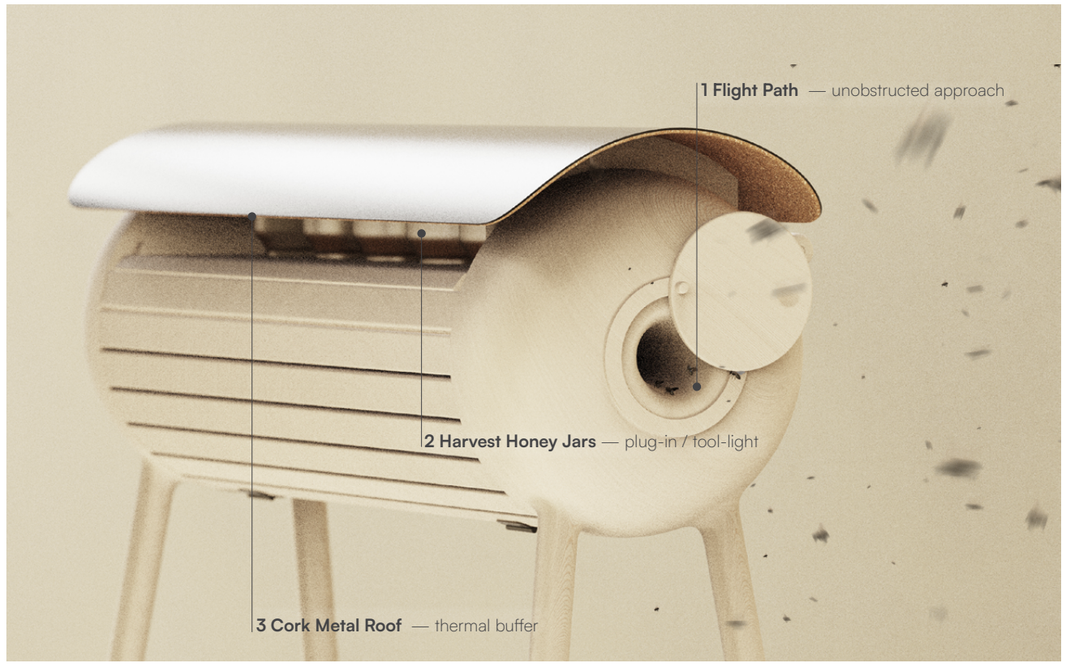
Working posture — Neutral reach zone set for a calm, controlled harvest.



1. Ergonomic working height — reduced bending, better control

2. Plug-in harvest interface — fast access, minimal disturbance

3. Two-step interaction — insert / lock jar, remove / close roof



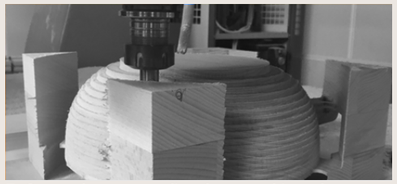
Functional Prototype.

Built as a full-scale functional prototype to validate harvest workflow, access, and handling. CNC-milled beech end caps, a ribbed body, and a removable roof enabled rapid iteration of fit, opening time, and assembly.

Outcome — A sturdy, repairable architecture ready for field trials.

1. Beechwood stock for CNC-milled end caps

2. CNC roughing pass to set proportions



3. Second pass to refine form and interfaces

4. Sanding, sealing, and assembly check

Frame & Interface Mock-up —
Standard frames seat into an insulated wooden body, creating a stable hub for the colony and a controlled harvest access point.

Golden Harvest.

Standard jar-based, tool-light harvesting — Sun-protected harvest jars integrate naturally into the hive. Bees build honeycomb directly inside, turning harvest into a simple plug-in / pull-out routine.

Closing Notes.

Thank you for taking the time to review my work. This portfolio brings together outdoor product design and future mobility concepts, both shaped by the same ambition: **Reducing friction in real life.**

I focus on product architecture, usability, and coherent form language — designed to be buildable, serviceable, and scalable. Whether for the outdoors or the city, the measure stays the same: **Clarity under constraints.**

Let’s design with clarity and purpose.

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Q2 · 2026

Industrial Design Portfolio —
Selected Works 2014—2026

"Technical precision shaped
by human-centred intent."