

Fabian Schray

Stockholm, Sweden

Industrial Designer with 5 years of professional experience in product and transportation design. Currently leading design at Primus (SE), establishing the complete design language and taking premium outdoor gear from concept to market. Passionate about functional aesthetics, CMF concepts, user-focused design, and clear product storytelling.

EXPERIENCE

Primus Silva Sweden AB
Industrial Designer & Product Developer

Stockholm, Sweden
Feb 2024 — Present

- Directing industrial design across all outdoor gear categories
- Created and applied the full Primus design system and guidelines
- Cross-functional project lead (engineering, marketing, sourcing, supply chain)
- Shipped products: Drinkware, Stoves, Cookset, Cost engineering

Nordgröna AB
Industrial Designer & Product Developer

Burlöv, Sweden
Sep 2022 — Sep 2023

- Concept development, prototyping and production implementation of acoustic interior products

Onomotion GmbH
Transportation Designer – Exterior

Berlin, Germany
Sep 2017 — Sep 2018

- Exterior design lead from sketch to final product. E Cargo Bike in production.
- Collaboration with Murat Günak, Ono exhibited at Vitra Design Museum 2024.

DEKART Reutlingen
Freelance Lecturer – Sketching Techniques

Reutlingen, Germany
Oct 2016 — Present

EDUCATION

Master of Fine Arts – Industrial Design
Lund University (LTH), Sweden
Collaborations with NASA, Sony, UNOPS

2020 — 2022

Bachelor of Arts – Transportation Interior Design
Reutlingen University, Germany
Degree project & internship at Mercedes-Benz
Collaborations with Volkswagen and MAN

2012 — 2017

Artistic Preparatory Program
DEKART Reutlingen

2010 — 2012

AWARDS & EXHIBITIONS

Scandinavian Outdoor Award Nomination – Mika Wide Insulated Bottles (Primus)	Spring/Summer 2026
VITRA Design Museum “Designing the future of energy” – ONO E-Cargo Bike	2024
Stockholm Furniture Fair Representing Nordgröna AB – Architecture Booth & Product Releases	2023

SKILLS

Hard Skills

Product Design | CMF | Form Development | Product Architecture | Prototyping | Design Systems

Software

Fusion 360 | Solidworks | Autodesk Alias | KeyShot | Adobe Suite | AI tools (Vizcom, Krea)

Soft Skills

Cross-functional collaboration | Structured problem-solving | Ownership | Clear communication

Languages

German (native) | English (fluent) | Swedish (good)

Interests

Outdoor exploration | Gouache illustration | Strength training

PORTFOLIO & SOCIAL

Portfolio

fabian-schray-design.com/portfolio

LinkedIn

<https://www.linkedin.com/fabian-schray>

Instagram

<https://www.instagram.com/bonobo.creates>