Jorge de Luis Sierra

CMF & Interior Experience Design

Mobility Interiors
Aviation, eVTOL, Automotive

CMF Strategy. Brand Experience.
Industrialization

FEB 2026

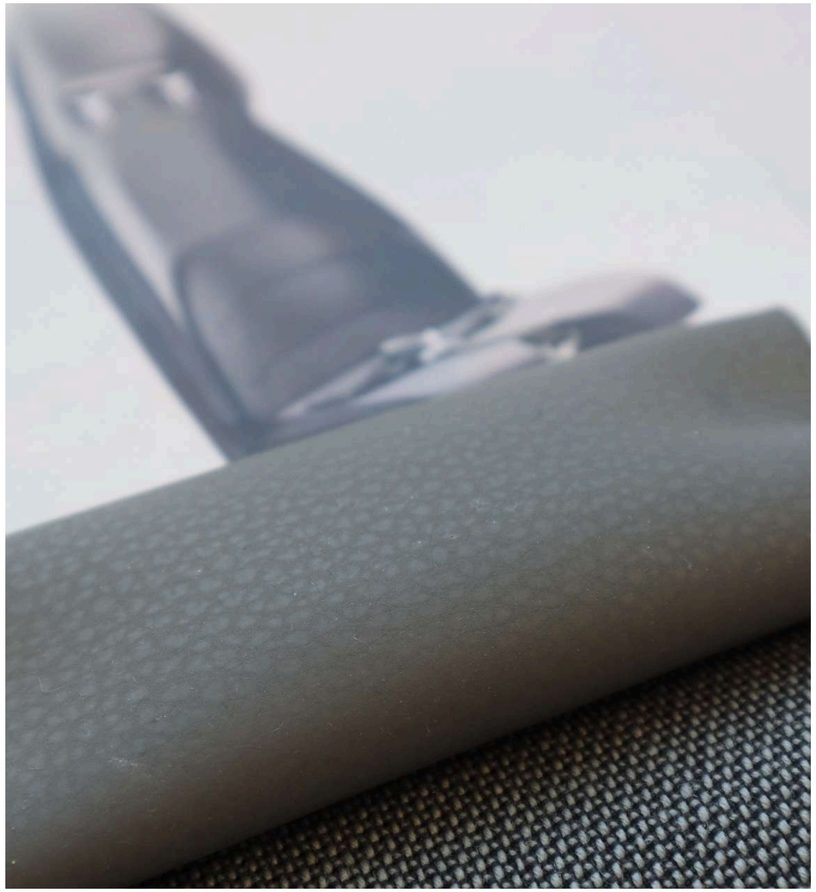


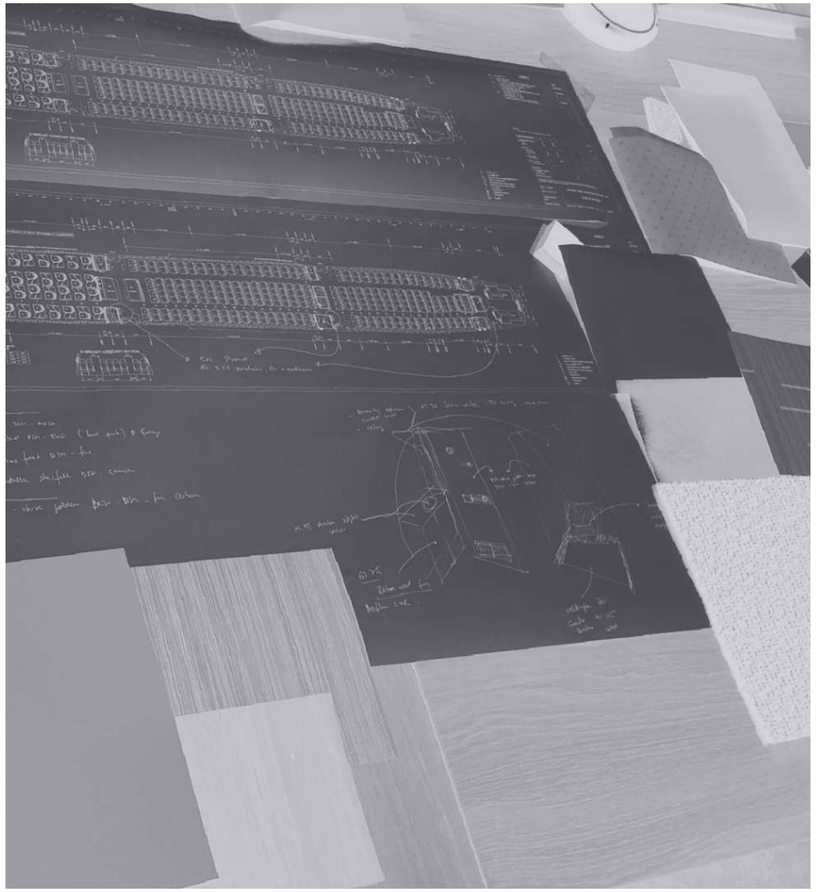


EXTRACT - ABOUT ME

Innovative interiors and CMF leader with 12+ years in complex, regulated mobility programmes. I translate brand intent into industrial, certifiable, supplier-ready solutions, guiding customers through concept and definition phases while supporting internal stakeholders across design, engineering, procurement and production.

I bring strong expertise in project and programme delivery, styling and branding, regulated materials (including airworthiness) and supplier ecosystems, and the industrialization work required to take interiors from concept to implementation. I build CMF strategies and product propositions that balance aesthetics with weight, cost, durability, certification and perceived quality, ensuring a coherent customer experience within real industrial constraints.









I use generative AI as a decision-support layer for CMF prototyping across touchpoints (seating, cabin, trims). By grounding prompts in real materials, manufacturing processes, and airworthiness constraints, I iterate on palette, texture, stitching, and perceived quality drivers to converge early. Final decisions are validated through physical samples, supplier feasibility, and certification pathways.







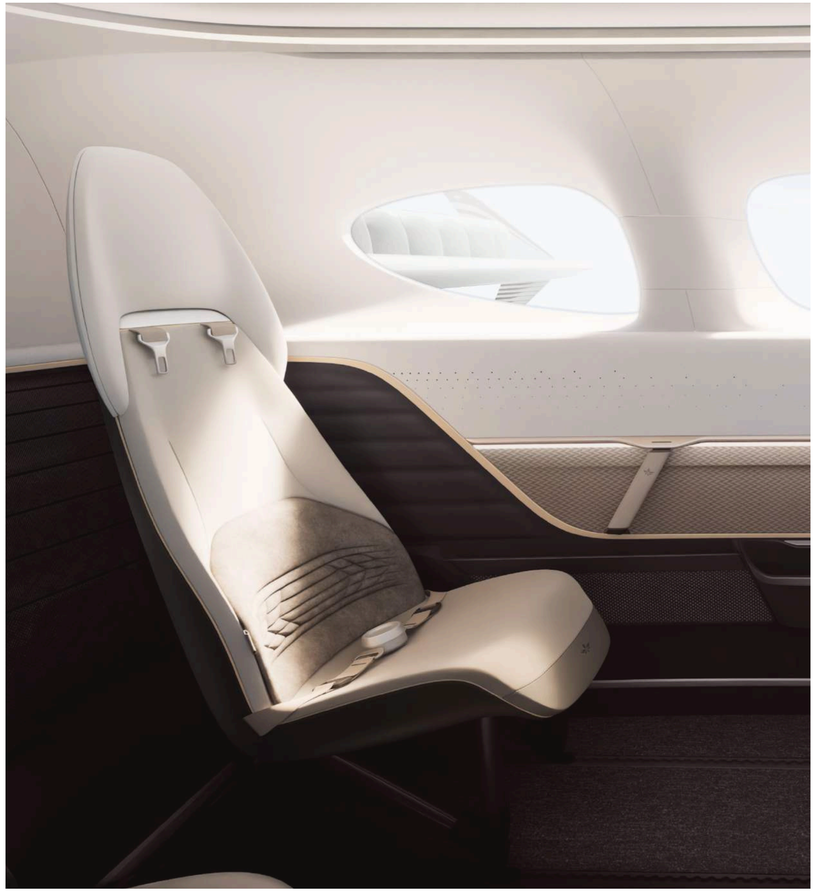


working at LILIUM

At Lilium, I led cabin product customisation from concept to supplier-ready offer, defining the option catalogue and customer configuration logic across cabin, seats, and livery. I coordinated Engineering, Procurement, and Tier-1 suppliers to industrialise materials, manage change, and deliver buildable, repeatable solutions within weight, cost, and certification constraints.

CABIN PRODUCT CUSTOMIZATION MANAGER

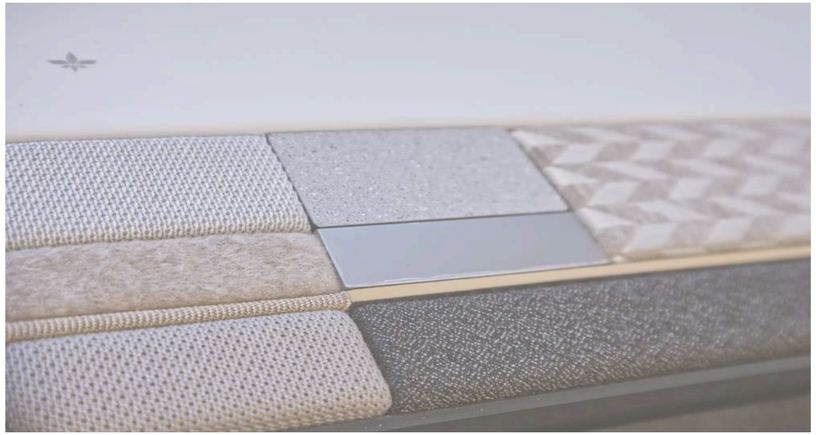
- Concept scouting in compliance with requirements and performance in the context of supplier and product development
- Filtering and ensuring the readiness of materials and suppliers incl. management of Tier 1 integration
- Carrying out and managing internal coordination in the context of process and quality management
- Managing and monitoring the quality criteria and the final catalogue with all parties involved
- Feasibility check and filtering of customer requests
- Creating and managing customer configurations
- Matching requests with supplier selection and integrating them into the production process
- Check costs and aftersales plan
- Support with orders and quality control in the production of product samples for marketing and trade fair events







I built the customisation framework and governance: CMF architecture, option catalogue structure, sample hierarchy (lab chip to Master Sample), and change control to secure repeatability. I also drove supplier maturity and quality alignment to protect perceived quality while meeting weight, cost, and certification targets.







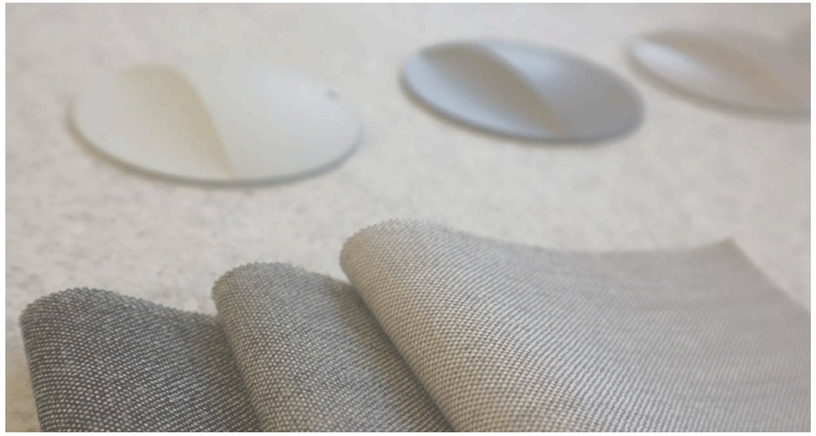


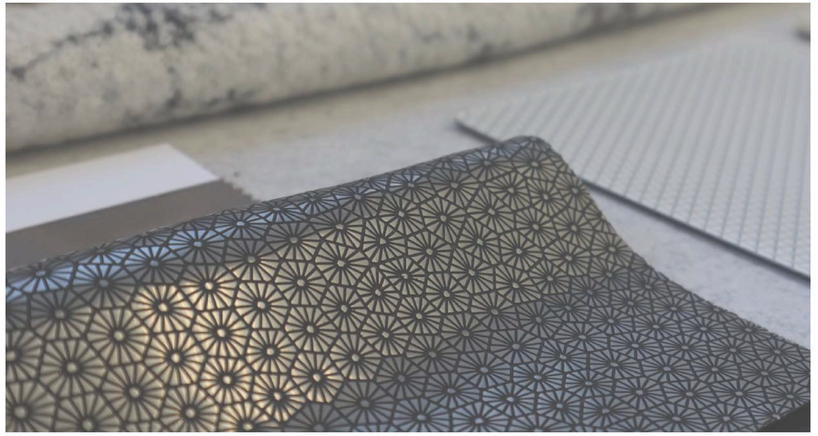




Defined perceived-quality targets and translated them into measurable controls: master samples, finish standards and in-process checks with suppliers and builds. Closed the loop through issue triage and corrective actions, ensuring consistency from prototypes to industrialisation.

CMF STRATEGY AND PERCEIVED QUALITY

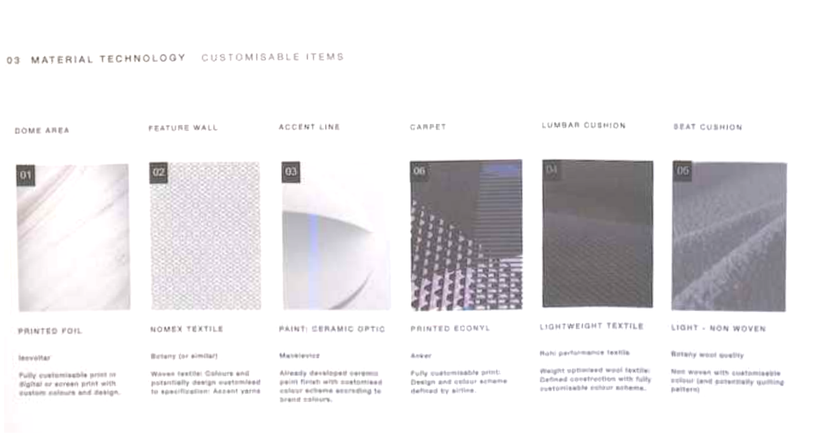












working at LILIUM

SUPPLIER COLLABORATIONS & PROFESSIONAL ENDORSEMENTS



Marta Ferran-Marqués, PhD · 1er
Materials & Processes (M&P) Engineer at Lilium
19 de noviembre de 2024, Marta trabajaba con Jorge en el mismo equipo

I had the pleasure of working with Jorge De Luis Sierra at Lilium, where we collaborated on defining the exterior paint scheme for the Lilium Jet. Jorge's expertise as an Aircraft Customizations Manager, particularly in understanding aerospace needs and standards, was key to bridging design and commercialization requirements. His attention to detail, creativity, and ability to balance aesthetics with industry standards made him an invaluable partner in delivering a design that met both visionary and market demands.



SUPPLIER NETWORK

- Botany Weaving
- Tapis Corporation
- Tisca
- Lufthansa Technik
- Gauzy Aeronautics
- DMS Design
- Stoll von Gáti
- Rohi stoffe
- Sabelt S.p.A.
- Mankiewicz
- F. LIST
- Expliseat
- Bucher
- jetlite
- LANTAL textiles
- Schroth
- AkzoNobel
- Muirhead
- SIMONA Boltaron
- MGR Foamtex
- Neveon
- Kvadrat
- Isovolta
- Gerflor
- id-product
- Lamberts London
- Percival Aviation
- Sabeti Wain
- ANKER
- Schneller
- Kobleder
- Diehl Aviation
- Holcim
- Zotefoams
- Centro Avanzado de Tecnologías Aeroesp.

working at AIRBUS

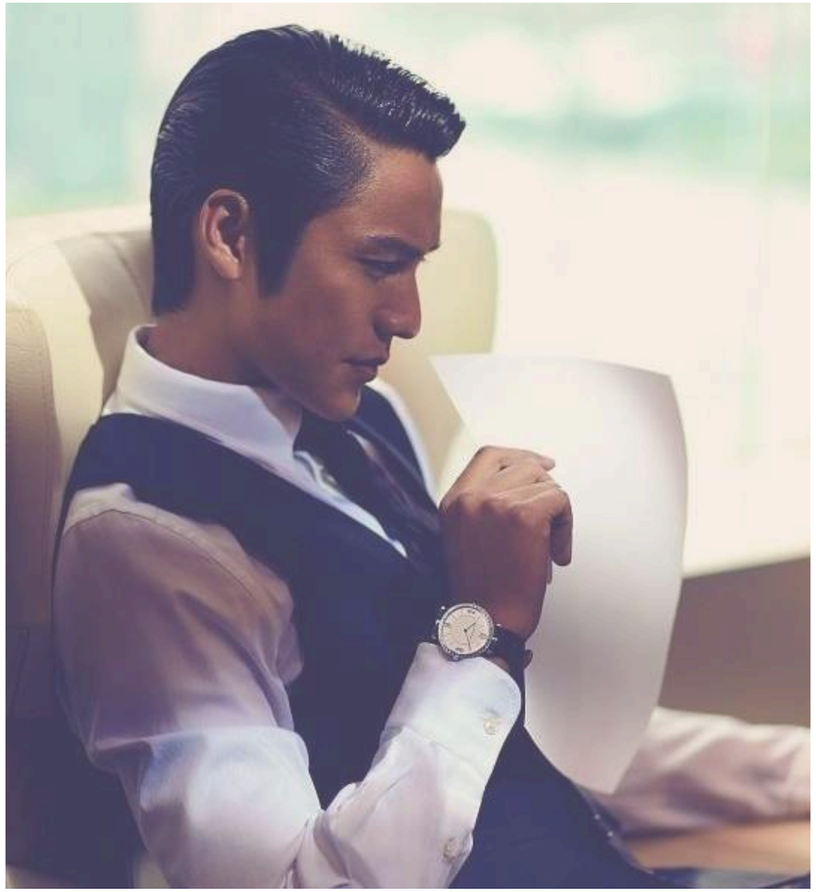
customer STARLUX 星宇航空

Starlux Airlines A321neo Business Class. Brand inspiration translated into a certifiable CMF direction in collaboration with Designworks.

DESIGN DIRECTION to DESIGN WORKS A BMW Group Company

From 2013 to 2021, I worked at Airbus as a Cabin Interior Design Manager, specializing in interior CMF (Color, Materials, and Finish) branding and design customization for line-fit commercial aircraft.

One notable project featured on this slide is my work with Starlux Airlines, a startup acquiring its first fleet of brand-new Airbus A321 aircraft. I was tasked with creating a branding concept for their Business Class cabin that reflected their ambition to become the preferred airline for both business and leisure travelers in Taiwan. The design goal was to embody their vision of high-end luxury by delivering a sophisticated, modern, and stylishly cozy international aesthetic that aligned with their brand values





| COLLABORATION SCOPE

- Worked with the airline's board and CEO to define customization guidelines.
- Organized workshops to develop CMF (Color, Material, and Finish) concepts.
- Guided Designworks' proposals to meet Airbus standards.
- Created design direction and technical documentation for production.
- Managed timelines, budgets, and technical requirements.
- Delivered a cohesive cabin interior reflecting the airline’s brand.



Martin Chou · 1er
VP of Procurement Div Starlux Airlines
28 de julio de 2020, Martin fue cliente de Jorge

Jorge DE LUIS SIERRA is Senior Cabin Interior Design Manager. Who is in charge of STARLUX AIRLINES' A321s, A350s and A330s cabin design program for cabin trim and finish coordinator
With Jorge's active attitude, knowledge of the Airbus's trim and finish for specific Airbus aircraft model and knowledge of materials from various cabin material suppliers. This is really helpful to our program. We are very pleased with Jorge's performance and are glad to recommend Jorge as an expert in the cabin design and T&F field.

Martin Chou
VP
Procurement Div.
Starlux Airlines









working at AIRBUS

customer RwandAir

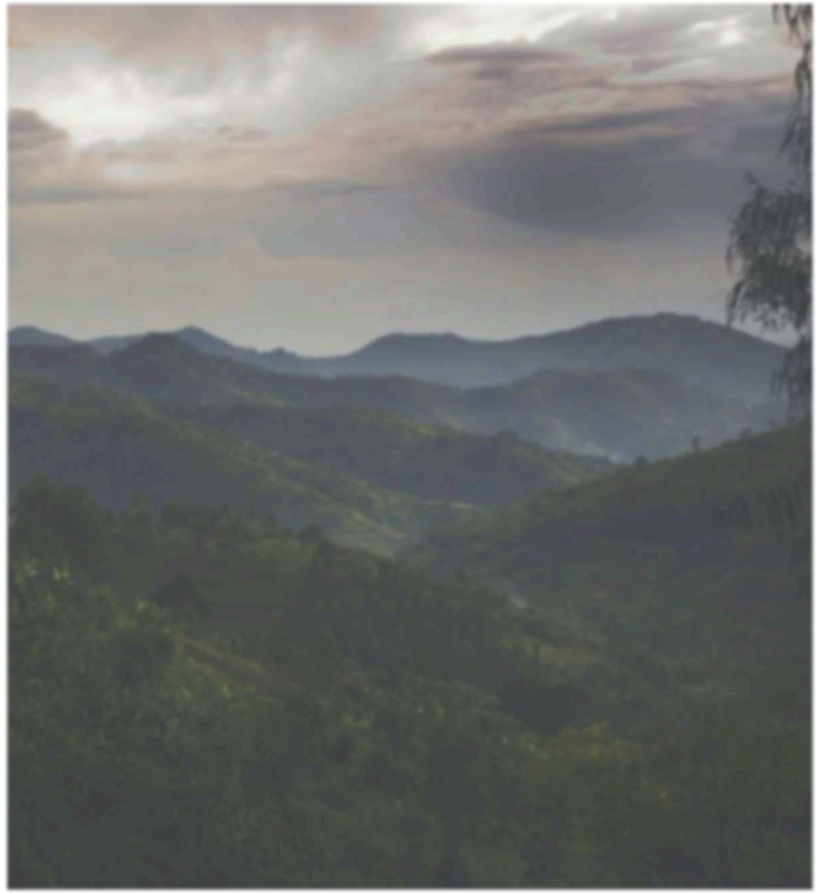
Brand-led cabin narrative translated into zone-based themes and CMF cues.

CREATIVE DIRECTION

In 2016, RwandAir acquired its first Airbus aircraft (a widebody A330), marking a significant milestone as the first long-range aircraft in their fleet. Their vision was to become ambassadors of Rwanda, showcasing the nation’s identity far beyond the African continent. From the moment passengers step onboard, they should instantly feel immersed in the "Rwandan experience."

To achieve this, the design elements drew inspiration from Rwanda's rich cultural heritage, traditional arts and crafts, and the country’s iconic geographical landmarks





| CABIN LAYOUT



Business Class

Theme:
Gorillas



Premium Economy

Theme:
Intore dancers



Economy Class

Theme:
Colourful Rwanda

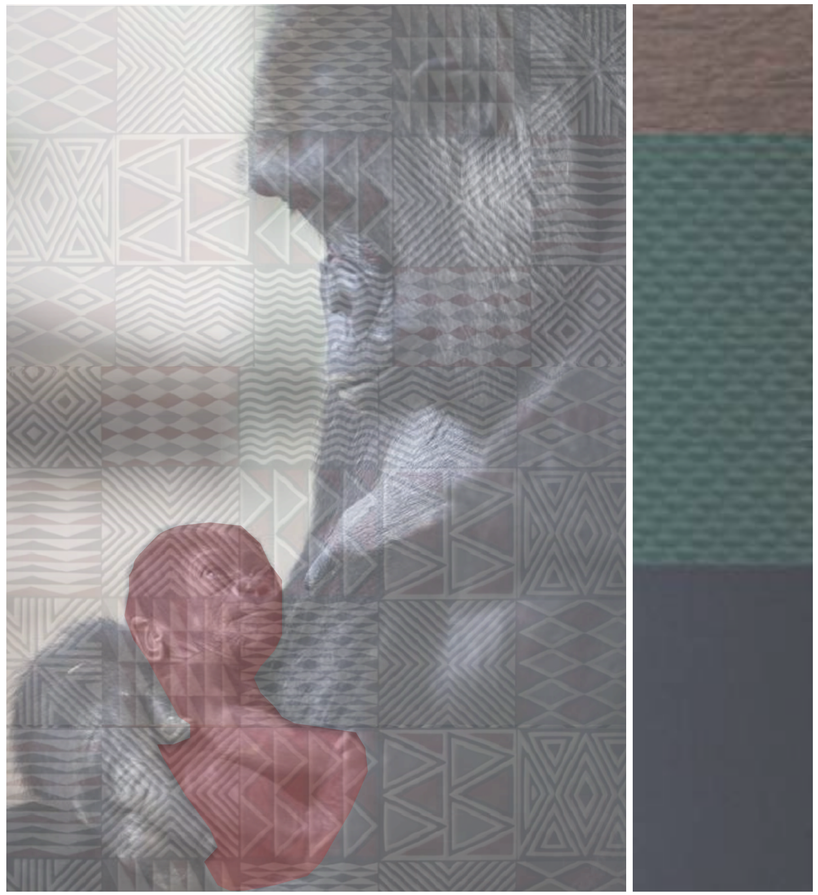






| BUSINESS CLASS SEAT

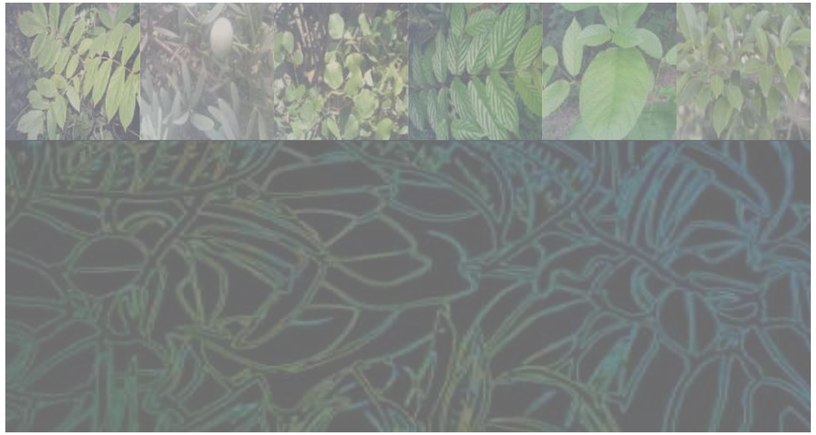
CMF INSPIRATION



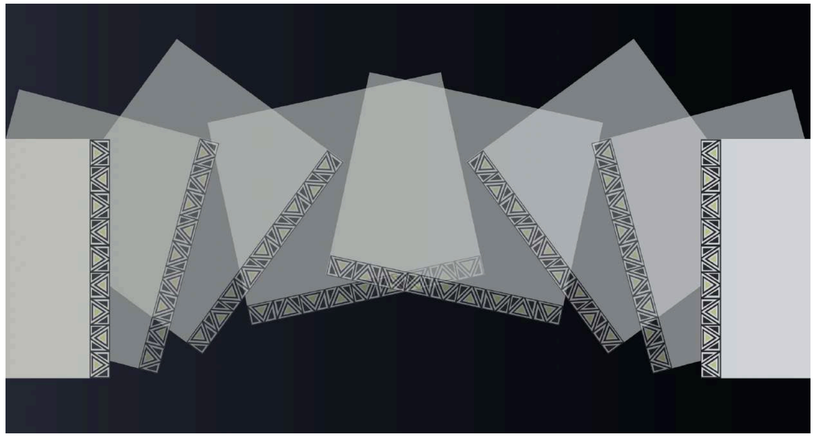


Design plays a key role not only in storytelling and creating a cohesive interior branding but also in the technical development of compliant materials, such as carpets and decorfoils. Each design proposal carefully considers airworthiness, technical constraints, and industrial requirements to ensure feasibility and compliance, as well as resources optimization.

Rwandan indigenous trees on board

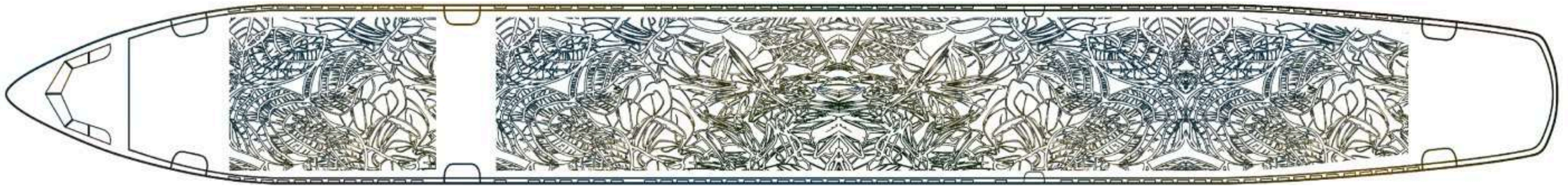


Decorfoil pattern optimization



Cross section





| CUSTOMER FEEDBACK





Fred Mupende Nsoro, Eng. MSc. · 1er
Child of God. Family Man. Aviator.
22 de mayo de 2018, Fred fue cliente de Jorge

I worked with Jorge on a milestone project for our Airline's first ever wide body aircraft. His professionalism, attention to detail, creativity, and passion for everything he does is performed with utmost perfection. It was a great pleasure working with him, and I look forward to the possibility of working together again. On his personal side, he is very friendly and easy to get along with.

Senior Manager Corporate and Strategic Planning (& Airbus A330/ Boeing B738 EIS Project Coordinator)



Alex Macheras · 1er
Aviation Analyst, Advisor & Consultant — Global Aviation Policy | Aviation Specialist | Enquiries, Email: alex@aviationanalyst.co.uk
28 de abril de 2018, Alex fue cliente de Jorge

Jorge is one of the most architecturally and creative minded individuals in the aviation industry. He's incredibly pragmatic, detailed, thorough & design orientated. I first got to experience Jorge's design work when flying on RwandAir's A330, a stunning aircraft interior of which he worked with the airline to create. The cabin has been recognised by international colleagues as one of the best to implement true home-country authenticity in a modern wide-body jet.



CUSTOMER PORTFOLIO & INDUSTRY ENGAGEMENT HIGHLIGHTS



Dr Stathis Kefallonitis, FRAeS, FRSA, FCIM · 1er
Passenger intelligence | emotional biometrics | flight services | innovation

Jorge is a true visionary in aircraft interiors, cabin customization and brand experience. He translates brands into valuable product characteristics & providing unique customer insights. I have had the pleasure of collaborating with him on many occasions at the annual Passenger Experience Conference & Aircraft Interiors EXPOs. It is always a sheer pleasure working with him!

Director, Foundation Board of Directors & Director, Board of Directors
IFSA (International Flight Services Association)

Passenger Technology Solutions | 2018 - 2019



Passenger Experience Conference | 2025



Aircraft Interiors Expo | 2013 - 2025



CUSTOMER PORTFOLIO - selected customers

AMERICA

- Avianca
- Azul
- conviasa
- interjet
- LATAM
- Viva
- volaris

EMEA

- AerLingus
- British Airways
- evelop
- Iberia
- LEVEL Airlines
- Middle East Airlines
- Qatar Airways
- RwandAir(*)
- Turkish Airlines
- Virgin Atlantic
- vueling

APAC

- Air Asia
- China Eastern
- China Southern
- Eva Air
- IndiGo
- Lion Air Group
- Loong Air
- Qingdao Airlines
- Sri Lankan
- STARLUX Airlines
- Vanilla Air

CMF Design Assessment for Ford

This CMF Design Assessment was developed for a Chief Designer CMF recruitment process at Ford in December 2025. The task covered four deliverables: an inspirational object analysis, a favourite designer reference, a sporty interior CMF mood board, and a 2030 CMF proposal for a selected Ford vehicle including interior and exterior directions. The objective was to demonstrate storytelling and CMF vision while balancing brand identity, future trends, sustainability, user experience, and feasibility.

ASESSMENT | CHIEF DESIGNER CMF
Recruitment process. Selected extracts.
Personal work. Non-confidential.









Reference images: Andy Goldsworthy (for inspiration)

OBJECT → **DESIGNER** → **MOODBOARD** → **2030 PROPOSAL**



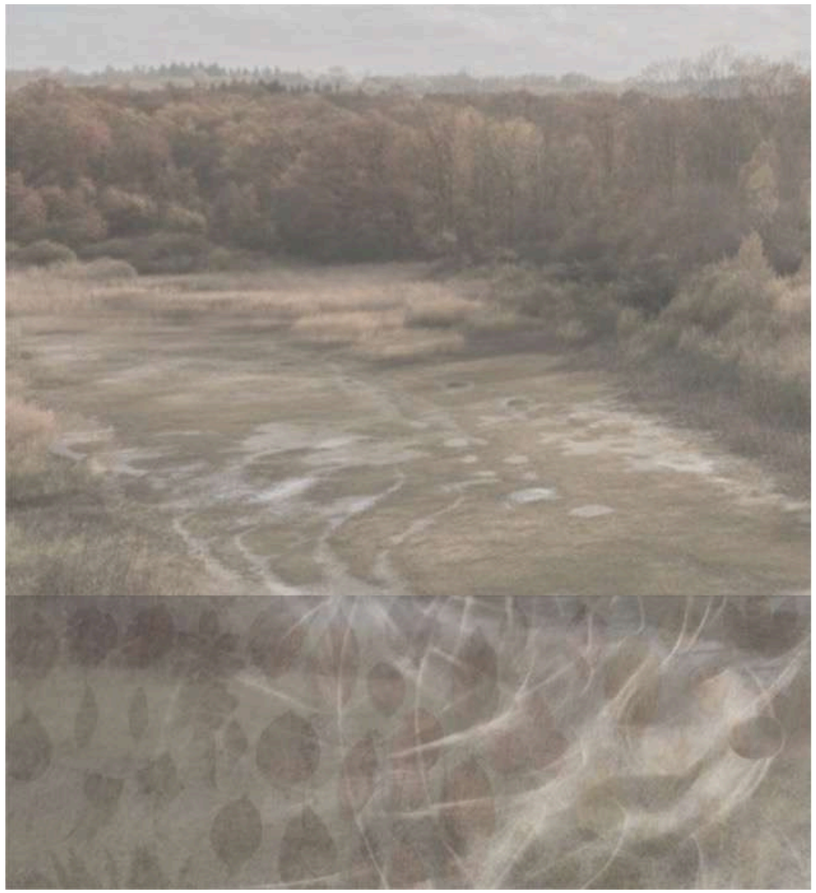




CMF Design Assessment for Ford

Starting point: a German countryside walk captured as a physical archive of colour, texture, and pattern. This material library bridges landscape and CMF decisions for a sporty EV interior (textiles, composites, paints), translating nature into a controlled, performance-oriented palette. Beyond sight and touch, I introduced an olfactive reference (damp forest, wood, moss) as a memory anchor to define atmosphere, not as a product proposal.

SPORTY EV MOODBOARD
Recruitment assessment. Selected extracts.







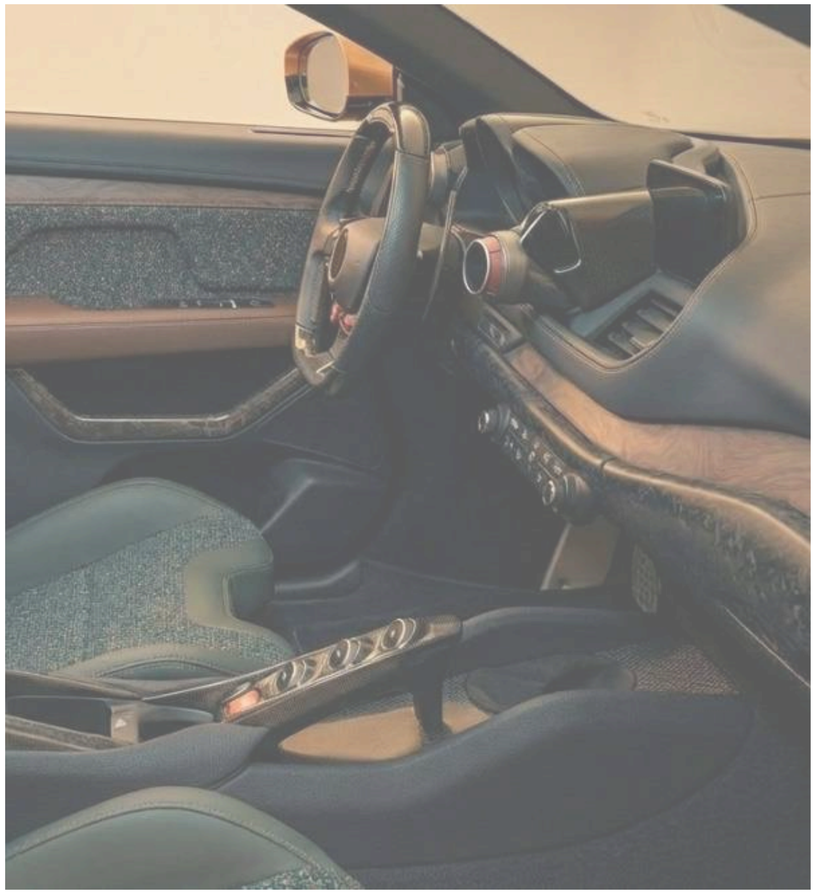
CMF Design Assessment for Ford

Final renderings translating the “From Reflection to Landscape” narrative into a sporty EV interior. A warm, autumn-inspired palette and tactile textiles are balanced with controlled gloss and technical trims to reinforce a performance character across key touchpoints (seat, IP, door trim, ambient light).

SPORTY EV CMF CONCEPT
Final renderings. Selected extracts.





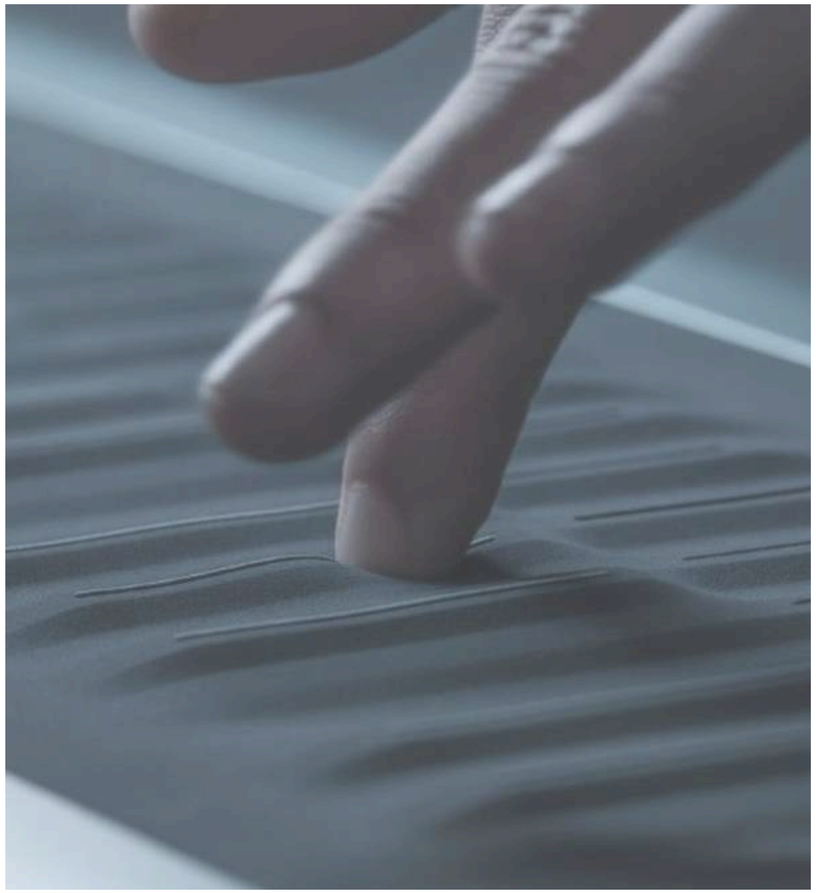


CMF Design Assessment for

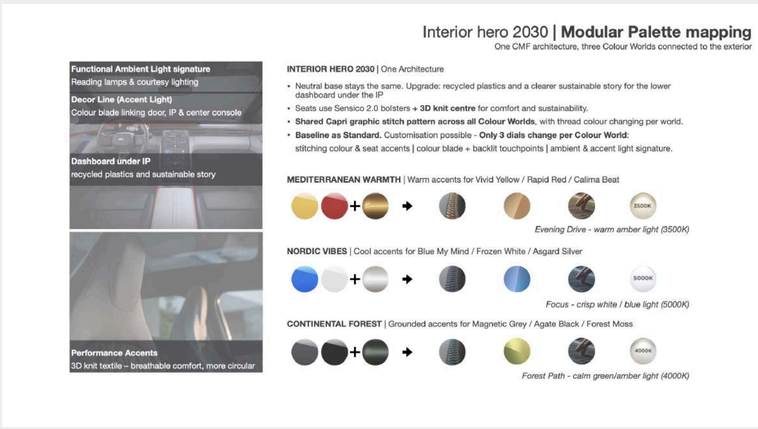
CAPRI 2030 CMF UPGRADE
Recruitment assessment. Selected extracts.

CMF upgrade strategy combining modular palettes, interior “hero + 3 dials”, multisensory UX cues, and feasibility trade-offs.

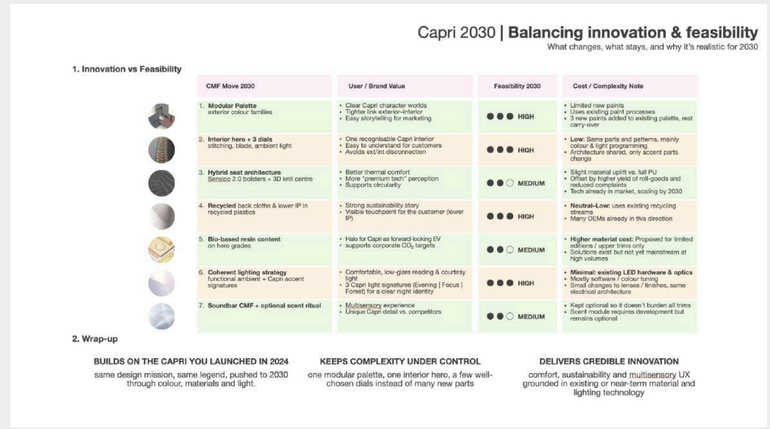
Goal: maximise perceived change with minimal new parts, keeping cost and complexity under control.
Key outputs: palette mapping, material roadmap, and feasibility matrix.











FREELANCE AND SIDE BUSINESSES

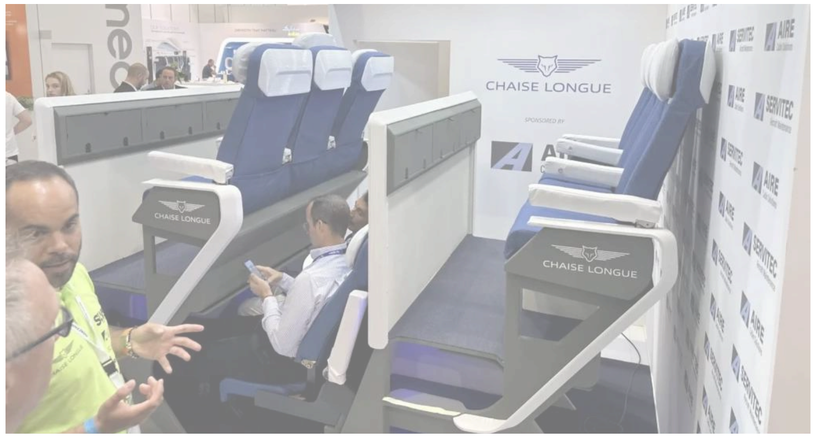
IBERIA
GUEST BLOGGER at “Me Gusta Volar”

CHAISE LONGUE
ADVISORY BOARD AND PARTNER

JORGE DE LUIS
STRATEGIC CABIN CMF &
BRAND EXPERIENCE CONSULTANT

CHAISE LONGUE - 3D Experience seatmap and 2nd exhibitor at AIX 2023





ARTICLES PUBLISHED AT IBERIA’s BLOG “Me Gusta Volar”

29/07/2021
English version: When It Comes to Aircraft Seats, What’s the Pitch?
Spanish version: ¿Sabes qué es el pitch en un avión?

16/11/2021
English version: How is a Passenger Cabin Designed? Basic Planning Concepts II
Spanish version: Cómo se diseña el interior de una cabina de pasajeros? Conceptos básicos para su planeamiento II

24/03/2022
English version: Inflight ‘Mood Lighting’
Spanish version: Mood-lighting a bordo

19/05/2022
English version: The ‘Airspace’ Concept of Airbus Cabins
Spanish version: Airspace

02/08/2022
English version: Cabin Fever Strikes (in a Good Way) at Hamburg’s Aircraft Interiors Expo
Spanish version: Así viví el Aircraft Interior Expo de Hamburgo

06/10/2021
English version: How Do We Design a Passenger Cabin?
Spanish version: ¿Cómo se diseña el interior de una cabina de pasajeros?

17/01/2022
English version: The Basics of Commercial Aircraft Safety
Spanish version: La seguridad en los aviones

28/04/2022
English version: How Far Can a Commercial Jetliner Fly?
Spanish version: ¿Cuánto puede llegar a volar un avión?

06/07/2022
English version: Differences between the Airbus A330 and A350
Spanish version: ¿Estoy volando en un A330 o en un A350?

Jorge de Luis Sierra

CMF & Interior Experience Design

Mobility Interiors
Aviation, eVTOL, Automotive

CMF Strategy. Brand Experience.
Industrialization

+49 151 1113 64 37

jorge.deluis@outlook.com

https://jorgedeluis.design/

www.linkedin.com/in/jorgedeluis

Thank you | Gracias

