



XPENG SH DESIGN CENTER TEAM BIOS



JOAN MELENCHON
Creative Design Director
Barcelona (Spain)

Joan Melenchon is a trailblazing creative automotive designer with over three decades of international experience shaping some of the world's most admired vehicles. His career spans leading roles within design studios for Seat, Cupra, Volkswagen, Audi, Lamborghini, Bugatti, Renault, Nissan, Datsun, and Infiniti, contributing to projects that range from pure concept to production across both performance and everyday mobility segments.

Among his most celebrated creations are the Lamborghini Gallardo Concept S and the Seat Minimó, two milestones that embody his passion for innovation and forward-thinking design.

A natural leader and mentor, Joan is known for guiding creative teams with clarity, empathy, and vision. He cultivates an environment where ideas flourish through collaboration and mutual trust — empowering designers to push boundaries while maintaining coherence and purpose.

In his current role as Brand Creative Director and Director of the Shanghai Design Center at XPeng Motors, Joan oversees the brand's creative strategy and global design direction. He leads multidisciplinary teams to define XPeng's evolving design language — one that merges technology, emotion, and human-centered innovation into a cohesive vision for the future of mobility.

Having lived and worked in Spain, Germany, France, Italy, India, and Japan, Joan brings a rare combination of cultural insight, technical mastery, and emotional intelligence that continues to inspire the next generation of automotive design.