

EDUCATION

MFA, User Experience Design, College for Creative Studies

United States, May 2016

BSc, Industrial Engineering (System Analysis), Isfahan University of Technology

Iran, May 2012

WORK EXPERIENCE

Senior Experience Designer, Meta

United States, May 2022 - Jan 2023

Developing new experiences for different brands such as McDonald's, Lego and Societe Generale on Meta's platforms (Instagram, Mini apps and Meta Horizon Worlds).

Responsibilities included: communication with stakeholders, XFNs and clients, creating, testing and implementing a design sprint process tailored to Creative Shop's needs, ideation, system mapping, interactive asset creation, wireframing and UI design.

Senior Product Designer, Harman International

United States, Jun 2018 - May 2022

Developed design strategies, interactive products and XR Projects.

Responsibilities included: communication with stakeholders and clients, research, ideation, system mapping, interactive asset creation, wireframing, UI design, creating style-guides and presentations.

Projects: AR application for Polaris (4WP), Harman's B2B platform for E-commerce to showcase products in 3D and AR, an AR game for JBL Partybox, a web VR showroom for Harman/Kardon products, an interactive website to present Harman's mobility vision, and a holistic research and analysis of Harman's app strategy.

Product Designer, Harman International

United States, Aug 2016 - Jun 2018

Focused on automotive HMI and applications, and Harman's mobility Strategy.

Responsibilities included: communication with clients and stakeholders, research, wireframing, documentation, UI design, storytelling and presentation.

Projects: a part of Ford's HMI design and documentation team, FCA's AR navigation system, and Harman's mobility vision for 2030.

Researcher, Service Design Team, JGS Consultancy

Iran, Aug 2012 - Aug 2013

Focused on evaluating services through research, information management and work study methods.

Projects: Improving customer journey and traffic flow in one of main Mazda Iran after sales Offices. Improving loading flow at one of Damdaran's (one of the biggest dairy producers in Iran) distribution centers.

SKILLS

User Journey & Systems Mapping | Experience & Brand Auditing | Product Strategy | User Testing & Prototyping (Physical & Digital) | Storytelling & Storyboarding | Interaction Design | 3D Modeling & Interactive Asset Creation | 2D & 3D Animation

TOOLBOX

Figma | Invision | Adobe Creative Suite (Ps, Ai, Ae, Pr) | Blender | Unreal Engine

HONORS & AWARDS

- Fast Company World Changing Ideas, UMA, 2020
 - Project 'Smile' featured in UX Magazine, 2015
 - GM Studio Sponsor Project Prize, 2014
 - Winner of 'A Design Award' of 'Futuristic Design', Milan, Italy, 2014
 - Project 'Shark' featured in Chengdu(China) and Milan(Italy) Exhibitions, 2014
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PUBLICATIONS

'Evaluation between functional and free form services in RCASS: Case Study Bahman Group Co., 6th Annual London Business Research Conference', 2012

LANGUAGE

English: Professional working proficiency
Persian: Native