

EDUCATION

MFA, Interdisciplinary Design (UX) , College for Creative Studies

United States, May 2016

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

Iran, May 2012

WORK EXPERIENCE

Lead UX Designer, Up Labs

United States, Feb 2023 - Current

Up Labs is both a venture arm of Up Partners and a first-of-its-kind venture lab. At Up Labs, we collaborate with global corporate partners, such as Porsche, to identify the most pressing challenges that they and broader society face

Responsibilities: Research, ideation, concept testing, design workshops, usability testing, communication with stakeholders, system mapping, user flow creation, A/B testing, IA creation, wireframing, UI design and pitching ideas

Projects: Founding designer of two stealth startups that raised \$5 million each in their seed funding stage

Senior UX Designer, Meta

United States, May 2022 - Feb 2023

Part of Creative Shop Lab, developed new experiences for different brands such as McDonald's, Honda and Societe Generale on Meta's platforms (Instagram, Mini Apps and Meta Horizon Worlds)

Responsibilities: 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

Projects: Created a unique ideation process for CS Labs that 60 people including XFNs were using it, Accessibility feature design on Meta Quest 2 settings, Honda's interactive experience on Instagram, Members of Good non-profit experience on FB mini app, Societe Generale rugby AR experience

Senior UX Designer, Harman International

United States, Jun 2018 - May 2022

Co-founder of Future Experience Design department. Worked directly with VP of design and director of UX design at Harman to establish the department. Developed design strategies and ideas through extensive research, prototyping and testing and pitched them to stakeholders. As a result of one of these efforts, I could bring in a multi-million dollar project to FX team that could help us grow the team rapidly to 6 people by the end of first year.

Responsibilities: communication with stakeholders and clients, research, ideation, system mapping, interactive asset creation, wireframing, UI design, style-guide creation and presentation

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, future of Harman's wearable audio (Chameleon), 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

Hybrid Designer, Harman International

United States, Aug 2016 - Jun 2018

Worked as hybrid UX designer and industrial designer

As a UX designer, focused on automotive HMI, audio applications, and mobility strategy.

As an industrial designer focused on aftermarket products and automotive design strategy.

Responsibilities: Communication with clients and stakeholders, research, wireframing, documentation, UI design, industrial design, storytelling and presentation.

Projects: Ford's HMI design and documentation, FCA's AR navigation system, Harman's mobility vision for 2030 (UMA), Infinity Beta (ID), JBL Tower X (ID), Infinity Basslink Mini (ID)

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. Improved distribution flow at one of Damdaran's (one of the biggest dairy producers in Iran) distribution centers.

HONORS & AWARDS

- Winner of 3 Hackathons in 3 different categories at Meta , 2022
- Red Dot Design Award, Infinity Beta, 2021
- iF Design Award, Infinity Beta, 2021
- Fast Company World Changing Ideas, Honorable Mention, UMA, 2020
- Red Dot Design Award, Infinity Basslink Mini, 2020
- Red Dot Design Award, JBL Tower X, 2019
- Project 'Smile' designed for GM featured in UX Magazine, 2015
- Interior Motives Awards, Finalist, 2014
- Project 'Shark' featured in Chengdu and Milan Exhibitions, 2014
- 'Bronze A Design Award' winner in 'Futuristic Design' category, 2014
- Interior Motives Awards, Shortlisted, 2013
- Winner of Saipa's National Transportation Design Award, Iran, 2012

PATENTS & PUBLICATIONS

- System & Method for Customizing an Appearance of Earbuds, Publication No. 20220272435, 2022
- Loudspeaker, Patent No. D951228, 2022
- Loudspeaker & Tower Configuration, Patent No. 10841689, 2020
- Vehicle Display Unit, Patent No. D813770, 2018
- Portable Electronic Device, Patent No. D835071, 2018
- Loudspeaker, Patent No. D900058, 2020
- 'Cross-Channel User Experience Design', Published on Ritoon Design Website, Iran, 2016
- 'Evaluation between functional and free form services in RCASS: Case Study Bahman Group Co., 6th Annual London Business Research Conference', 2012

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 | Video Editing | Industrial Design

TOOLBOX

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

LANGUAGE

English: Professional Working Proficiency
Persian: Native