

EDUCATION

MFA, User Experience Design, College for Creative Studies

+ Studied one year MFA Transportation Design
United States of America, May 2016

BSc, Industrial Engineering, Isfahan University of Technology

Isfahan, Iran, 2013

WORK EXPERIENCE

Senior Designer, Huemen (Harman's Design Agency)

United States of America, 2019 - Present

Design strategy, design thinking and marketing - working closely with director of Industrial Design, director of User Experience Design and VP of Design at Huemen to initiate the "Future Experience" department.

Designer, Harman International

United States of America, 2016 - 2019

A hybrid designer doing both Industrial Design and UX/UI projects ranging from CES prototypes to production.

Co-Founder, Momentum

Iran, 2015 - 2020

Momentum is a sports-wearing brand based in Tehran, Iran. I started as designer and content creator and continued as creative director and had the chance to lead a very talented team of designers and photographers since the brand had a huge success.

Service Designer, JGS

Iran, 2011 - 2013

JGS is a management consulting group based in Tehran, Iran. I have started my role as a User Researcher and continued as a Service Designer at JGS working with clients such as Mazda Motor-Iran, Damdaran and Pars Motor.

SKILLS

User Journey & System Mapping, Mind Mapping, Product Strategy, Experience and Service Auditing, Storytelling and Storyboarding, Branding, 3d Modeling, Digital and Physical Prototyping, Illustration and Digital Rendering, 2D and 3D Animation, Video Editing, Motion Graphics

TOOLBOX

Adobe Creative Suite (PS, AI, AE, PR), Invision, Sketch, Rhino, 3ds Max, Alias, Keyshot

HONORS & AWRADS

- Fast Company World Changing Ideas, UMA, 2020
 - Reddot Design Award, Infinity Basslink Mini, 2020
 - Reddot Design Award, JBL Tower X, 2019
 - 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
 - Shortlisted in 'Interior Motives design contest', Paris, France, 2014
 - Shortlisted in 'Interior Motives design contest', Frankfurt, Germany, 2013
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PATENTS

- Design Patent, JBL Basspro 12, Pending, 2019
 - Utility Patent, JBL Tower X, Pending, 2018
 - Design Patent, JBL Tower X, Pending, 2018
 - Utility Patent, Vehicle Display Unit for Fiat, Patent No D 813770, 2016
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PUBLICATIONS

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

LANGUAGE

English: Professional working proficiency
Persian: Native

HOBBY

Soccer, Gaming, Music, TV