

Career Summary

A highly passionate educator, coordinator, practitioner and thinker in design, services, education and creativity, Sessional Faculty at OCAD University, Educational content producer, Practicum teaching experience at George Brown and Seneca Colleges, Professionally trained under College Teachers Training Program (CTTP), Mixed educational background (Industrial and Service Design, Media Management, Research Methodology, Education), Member of the winning team in iF World Design Award / DNA Paris 2019 / European Design Award 2018 & 2019 / RedDot Design Award 2018 & 2016, Member of ACIDO (Association of Chartered Industrial Designers of Ontario), Teaching, studying and working experiences in three countries, Bilingual and multicultural, Excellent administrative and organizational skills with updated knowledge.

PROFESSIONAL EXPERIENCE: ACADEMIC

Sessional Faculty

OCAD University, School of Design / Industrial Design Program / Toronto, On [Sep.2019-Present]

- Taught Design subjects, supervised thesis projects at final year Industrial Design Program.

Practicum Teaching

George Brown College, School of Design / Interaction Design and Development/ Toronto, On [Jan.2019-Apr.2019]

Seneca College, Faculty of Com., Art & Design / Interactive Media Design / North York, On [Jan.2019-Apr.2019]

- Having the opportunity to integrate theory and practice by taking part in a teaching placement during CTTP with mentor teachers at George Brown College and Seneca College Design programs. An opportunity to participate, teach and observe in Canadian college system.

Assistant Professor and Program Coordinator

Iran University of Science and Technology (IUST) / Tehran, Iran [Sep.2008-Jul.2017]

- Prepared and delivered BA and MA course materials in Creativity Design, Future Design, User-Centered Design, Design Fundamentals, Research Methodologies and Service Design.
- Supervised BA and MA students in their final thesis projects.
- Conducted and undertaken research projects.
- Collaborated with external professional bodies (e.g. City Councils) to maintain industry knowledge.

Partial Load Lecturer

University of Brighton / Brighton, UK [2003-2008]

- Designed and presented educational materials to BA courses in Product Design, Design Technology and Sports Technology programs and Master program in Product Innovation and Development.
- Mentored students in their final year projects.

PROFESSIONAL EXPERIENCE: DESIGN

Design Consultant/Coordinator

ZAVIE DESIGN STUDIO / Tehran & Toronto Offices [Jun.2015-Present]

- Developed strategies for new markets (e.g. Introducing NewsLetters, Creating content).
- Planned for internationally renowned activities (e.g. Design competitions).
- Advised for regular design projects (e.g. Inclusive Design considerations).

Supply Chain Coordinator/Service Designer

[AQUA-MILANO: North York, Ontario, CA, [Mar.2019-Mar2020]

- Coordinated all inbound and outbound traffic.
- Faced customers and looked after their orders.
- Planed inventory, scheduled orders, designed the flow and service of work and materials.

Design Consultant

AXON INNOVATIONS / Tehran, Iran [Nov.2010-Jun.2016]

- Developed strategies for branding, communication and advertisement (e.g. Running workshops).
- Implemented design management tasks (e.g. Scheduling, Design Internship for students).
- Presented Industrial and Service Design disciplines to businesses.
- Involved in some design projects across the studio (e.g. Office furniture).

EDUCATION

Doctor of Philosophy (Equivalency in Canadian by WES: **Earned Doctorate**): PRODUCT DESIGN / [Feb.2003-Jan.2008]
Dissertation: Culture Rich Design; A Cultural-Semiotic Framework in Product Design

Brighton University
Brighton, UK

Master of Art: INDUSTRIAL DESIGN / [Feb.1994-Sep.1997]

Thesis focus: Sustainable Design
Tehran University
Tehran, Iran

Bachelor of Art: INDUSTRIAL DESIGN / [Sep.1990-Sep.1994]

Thesis focus: Color in Design
University of Art
Tehran, Iran

Associate of Science: TECHNICAL DRAWING / [Oct.1985-Feb.1988]

Technical Institute No.3
Tehran, Iran

PROFESSIONAL DEVELOPMENT & MEMBERSHIP

PostGrad Certificate: College Teachers Training Pro. (CTTP) for Internationally Educated Professionals [Sep.2018-Apr.2019]
George Brown College,
Toronto, On

PostGrad Certificate: Interactive Media Management (IMM) [2017-2018]
George Brown College,
Toronto, On

PostGrad Certificate: Research Methodology (CRM) / [2005]
Brighton University, School of Architecture and Design
Brighton, UK

Certificates: Teaching Art and Design Online / OCAD University, Toronto, ON [Sep.2020]

Certificates: Instructional Design: Adult Learners / WordPress.com Essential Training / Learning to Teach Online / Teaching with Technology, LinkedIn Learning [Jun.-Jul.2020]

Membership: Associate Member of ACIDO (Association of Chartered Industrial Designers of Ontario)

PUBLICATIONS

A) Journal Papers

- Nabovvati Fumani, S., Mozaffar, F., Mortezaei, S.R. (2020). Effectiveness of speech intelligibility from length and width changes of classrooms with similar volume. «Journal of Vibration and Sound». 9(17), 91-102.
- Ebrahimi S, Koleini mamaghani N, Mortezaei S.R., Saffar dezfouli M. (2018) Case study: Redesigning a Kansei Engineering Designed Scissors by User Centered Design Approach. «International Journal of Architectural Engineering and Urban Planning». 28 (2) :227-236.
- Koleini, N., Parvandar, A. and Mortezaei, SR., 22 August 2015. Designing for Improving Social Relationship with Interaction Design Approach. «Procedia-Social and Behavioral Sciences». ELSEVIER: Open Access, Volume 201, P.377-385. (Presented in sixth Asian Conference on Environment-Behaviour Studies. Iran University of Science and Technology: Tehran, 21-23 February 2015).

- Dadkhah-Fard, Sh. and Mortezaei SR. Spring 2014. Application of Behavioral Approach in Product Design Based on User Center Design. «Honar-ha-ye-Ziba (Fine Arts)-Honar-ha-ye-Tajassomi (Visual Arts) Journal». Tehran: Volume 19, Issue 18, P. 85-92.
- Amiri, M., Safar-Dezfoli, M. and Mortezaei, SR. Jan 2012. Designing an ergonomic backpack for student aged 7-9 with user centred design approach, «WORK (A Journal of Prevention, Assessment & Rehabilitation)». The Netherlands : Vol.41, No.1, P. 1193-1201.
- Mortezaei SR. Summer 2011. Discourses on the Understanding of Culture and (Product) Design Interaction. «Honar-ha-ye-Ziba (Fine Arts)-Honar-ha-ye-Tajassomi (Visual Arts) Journal». Tehran: Volume 2, Issue 43, P.57

B) Selected conference papers

- Koleini-Mamaghani N., Rahimian E. and Mortezaei SR., Kansei Engineering Approach for Consumer's Perception of the Ketchup Sauce Bottle, International Conference on Kansei Engineering and Emotion Research (KEER 2014). Linköping University: Linköping, Sweden.
- Mortezaei, SR., Mashhadi, Gh. and Matin, Sh., Human-Centred View, Human-Centred Design: A response to environmental hazards faced to vulnerable people. The 1st Conference on Spatial Analysis of Environmental Hazards in Tehran. Kharazmi University, Tehran, Iran, May 2012.
- Mortezaei, SR., Katz, T., and Morris, R. Comparing the Transfer Process from High School to Higher Education in the UK with Iran. The 11th Engineering and Product Design Education Conference. University of Brighton, Brighton, UK, 10th-11th September 2009.
- Mortezaei, SR., Katz, T., Covill, D. and Morris, R. 2008. Assessment issues in a professionally oriented product design course. The 10th Engineering and Product Design Education Conference. Universitat Politècnica de Catalunya, Barcelona, Spain, 4th-5th September 2008.
- Katz, T. and Mortezaei, SR., 2007. Meaningful Evaluation: A case study in Cultural and Semiotic Significance. In: Proceeding of the 3rd European Workshop on Design and Semantics of Form and Movement (DeSForm07). Northumbria University 12th-13th December 2007, Newcastle, UK.
- Mortezaei, SR., Katz, T. and Morris, R. 2005. Creativity in Education: Design Technology – a platform for creative study? The 2nd Art & Industry Conference, Tehran: November 9th-10th.
- Katz, T., Mortezaei, SR. and Morris, R. 2005. Evaluating culture in product design by integrating the SOLO Taxonomy and the circuit of culture. In: Proceedings of the 3rd International Engineering and Product Design Conference. Napier University, Edinburgh: 15th -16th Sep 2005.
- Mortezaei, SR., Katz, T. and Morris, R. 2005. Divergence in Design and Cultural Paradigms. The third international conference on Globalisation and its Discontents. University of Brighton, Brighton: March 12th -13th [abstract submitted+poster presentation].
- Mortezaei, SR., Katz, T. and Morris, R. 2004. The necessity and importance of considering cultural background of international students in design education. In: Proceeding of the 2nd International Engineering and Product Design Education Conference. Delft University 2nd -3rd September, 2004.

C) Books

- Mortezaei, SR, 2018. Design Management Secrets: Managing design in eleven global brands. Tehran: Tehran Beautification Organisation (A Branch of Tehran Municipality), (in Persian), (under printing).
- Mortezaei, SR. and Asle-Fallah, M., 2013. Fundamentals of Design for Urban Landscaping. Tehran: Tehran Beautification Organisation (A Tehran Municipality Branch) (in Persian).
- Mortezaei, SR. and Asle-Fallah, M., 2012. Design Studies Reader (edited book). Tehran: Farhangesara-Mirdashti Publication (In Persian).
- Mortezaei, SR., 2011. Culture Rich Design, A cultural-Semiotic Approach in Product Design Applied in Urban streetscape Elements. Germany: LAP LAMBERT Academic Publishing (in English).
- Mortezaei, SR., 2003. Approaches in Street Furniture Design. Tehran: Publication of Shahrdariha Org. (in Persian).
- Mortezaei, SR., 2001. Product Design. Tehran: Honar (Art) University (in Persian).

SELECTED SEMINARS/WORKSHOPS

- Industrial Design- Fundamentals and Process: Tech-Market Service Corridor, Tehran, Iran, December 2017

- Design in Handicrafts; The role of design in Iranian crafts market: Cultural Heritage, Handcrafts and Tourism Organization (ICHTO), Tehran, Iran, February 2014
- Designing for the real world: Art (Honar) University, Tehran, Iran, May2011
- Designing furniture from top for streets: Isfahan Municipality, Isfahan, Iran, June2010
- The role of industrial design in industry: The Society of Industrial Managers, Tehran, Iran, June2009
- Representational qualities of products: Centre for Design Research, Stanford University, PaloAlto, USA, April 2008
- Semantics of products: San Francisco University Art Department, San Francisco, USA, April 2008
- A cultural-Semiotic Framework: San Francisco Art Institute, , San Francisco, USA, April 2008
- Emotional Design Workshop: Sussex University Creativity Zone, , Falmer, UK, February 2008
- Semantics of cultural products: Art (Honar) University, Tehran, Iran, December 2007
- Emotional design and semiotics: Eurotherm Company, Worthing, UK, November 2006

MAIN DESIGN PROJECTS

- HOORAK/In-Flow: A cloud-based platform for Supply Chain: [AquaMilano Ltd. 2019]
To be able to check the inventory and all the inbound/out bound traffic of AquaMilano lavatory products, online, at all the times and from anywhere, In-Flow software was replaced with HOORAK Platform with necessary adaptation and customization. A service design project was also defined and carried out to cover all the requirements of the platform.
- TRAVA: a multimedia bus shelter: [George Brown College at Digifest 2018]
TRAVA reimagines a commuter's waiting experience in a future bus stop. Through the use of projection mapping technology, our team developed an atmosphere that reduces the stress and boredom of commuters.
- Thunder Woman Lodge: [George Brown College, Thunder Woman Healing Lodge Society, Toronto, Feb.2018]
The Thunder Woman Healing Lodge research project (TWHLRP) was a community-driven and college project teamwork, which sought out recognition of the need to support the healing rehabilitation and meaningful re-integration of aboriginal women offenders. The focuses were on Need assessment, Service and delivery mapping, Training and infrastructure needs and Legislative a policy compliance. My role was mostly in researching, data analysis with follow-up idea generation.
- Design Charrette: [GBC and Institute without Boundaries for TDBank, TuesdayAfternoon Media, Toronto, Nov.2017]
The charrette focused on developing concepts to improve TD Bank's internal training, with a specific focus on Onboarding new and existing employees. In this college project, I was part of the Delivery of Education team.
- CookAcross, QuarterSQ, Comfi-Bottle Concepts: [reddot Design Award, Zavie Design, Tehran, Jun.2016, Jul2018]
Two creative and flexible gas stoves and a creative packaging solution for sauce and salad dressing container:
 - Cheese Gun concept: [Zavie Design Studio, Tehran, Jun.2016]
 - Comprehensive Partition System: [Axon Innovation, Tehran, 2014 for Seeco Iran Co.]
 - Desk Sputtering Coating Machine: [Axon Innovation, Tehran, 2014 for Nano-structured Coating Co.]
 - Urban Furniture Elements (4 sets): [Tehran Beautification Organisation, Sep. 2010]
 - Trolley for Special Equipment: Joe Far, Reza Mortezaei, [Eurotherm Co. UK, 2006-07]
 - Sustainable Packaging for Tableware: [Zarrin Procelain Co., Tehran, 2002]

TECHNOLOGY

Adobes: XD, After Effect, Illustrator, Photoshop (Working knowledge)

Online Platforms (Canvas, Blackboard, Microsoft Teams, Adobe Connect) (Working knowledge)

Microsoft Office (Working knowledge)

Solidworks, AutoCAD, Sketch-up, Maya (Average working knowledge)

HTML / CSS (Familiar)

VOLUNTEERING

YMCA: Centre-Toronto Sheppard: Adult Volleyball Program support– North York, On [Oct.2017-Jun.2020]

Sotoode Cultural Foundation: Coordinator; Providing food for people in need – Tehran, Iran [2008-2017]