

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 and Development 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)

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]