

<i>Elham Morshedzadeh, Ph.D.</i>	Industrial Designer / Usability Researcher / Educator	ElhamMorshedzadeh.com
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EDUCATION

- 2016 **Ph.D., Product Design and Usability**
Minor: User-Product Interaction Design
Division of Design Science, Chiba University, Japan
Thesis: "The User-Product Interaction Evaluation Model: A Structured Method for Testing and Improving the Product Design"
- 2009 **M.S., Industrial Design**
Minor: Product Interaction Design
Art University of Tabriz, Iran
Thesis: "The Influence of Interaction Design on Product Functionality"
- 2006 **B.A., Industrial Design**
Minor: Product Design
Alzahra University of Tehran, Iran

EXPERIENCE

- Spring 2017 **Adjunct Instructor**
Department of Industrial Design
Virginia Tech, Blacksburg, VA
- 2013-'16 **Graduate Assistant and English Tutor**
English Support Center
Chiba University, Chiba, Japan
- Fall 2015 **Teaching Assistant**
Department of Design Science
Chiba University, Chiba, Japan
- 2009-'13 **Co-Founder / Industrial Designer**
Negargan Art Developer Company, Kerman, Iran
- 2009-'12 **Lecturer**
Department of Art and Architecture
Bahonar University, Kerman, Iran
- 2009-'12 **Lecturer**
Department of Graphic Design
University of Applied Science and Technology,
Kerman, Iran
- 2007 **Graphic Designer**
Azarin Noavar, Kerman, Iran
- 2006 **Industrial Designer**
National Iranian Oil Products, Tehran, Iran
- 2005 **Industrial Designer**
Nedapardaz Informatic Co., Tehran, Iran

PUBLISHED RESEARCH

- 2016 "A New Model for Improving User-Product Interaction Evaluation, Based on Affordance and Factor Analysis"
Bulletin of JSSD (Japanese Society of Science and Design), Vol. 62, No. 5, 2016, Tokyo, Japan

- 2016 "The User-Product Interaction Evaluation (UPIE) Model: A Case Study"
Bulletin of JSSD (Japanese Society of Science and Design), Vol. 62, No. 5, 2016, Tokyo, Japan
- 2015 "User-Product Interaction Evaluation – A Contribution Model Concept of Affordance, Usability and Confirmatory Factor Analysis"
A Matter of Design: Making Society Through Science and Technology (5th STS Italia Conference Journal), Politecnico de Milano, Milan, Italy
- 2013 "Evaluating Physical and Perceptual User-Product Interaction for Optimal Product Design Methodology"
8th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan
- 2010 "Evaluation of User and Product Performance by Approach of Interaction Design"
Honarhaye Ziba Journal of Fine Art, University of Tehran, Tehran, Iran

PRESENTATIONS

- 2014 "User-Product Interaction Evaluation – Contribution Model Concept of Affordance, Usability and Confirmatory Factor Analysis"
5th STS Italia Conference: A Matter of Design: Making Society Through Science and Technology
Politecnico de Milano, Milan, Italy
- 2014 "Interaction Design, Attitude, & Evaluation"
Iran University of Science and Technology and Alzahra University, Tehran, Iran
- 2013 "Evaluating Physical and Perceptual User-Product Interaction for Optimal Product Design Methodology"
8th Annual Conference of ASIJ Journal (Academic Society of Iranians in Japan), Toyota, Japan

MEMBERSHIPS

- 2014–now Japanese Society for the Science of Design
2014–now The Italian Society for Science and Technology
2013–now Academic Soc. of Iranians in Japan
2007–now International Forum (iF) Design
2003–now Industrial Design Scientific Society of Iran

SKILLS

- Software* AutoCAD, 3Ds Max, Solidworks, Word, Excel, Powerpoint, Illustrator, Photoshop, InDesign
- Artistic* Sketching, drawing, rendering, photography, painting
- Language* Persian, English, Arabic, Japanese (in order of fluency)

Portfolio and more information: www.ElhamMorshedzadeh.com