
DEGREES

- 2016 **Doctor of Philosophy**
Major: Product Design and Usability
Minor: User-Product Interaction Design
Division of Design Science
Chiba University
Chiba, Japan
Thesis: "The User-Product Interaction Evaluation (UPIE) Model: A Structured Method for Testing and Improving the Product Design"
- 2009 **Master of Science**
Major: Industrial Design
Minor: Product Interaction Design
Islamic Art University of Tabriz
Tabriz, Iran
Thesis: "The Influence of Interaction Design on Product Functionality"
- 2006 **Bachelor of Arts**
Major: Industrial Design
Minor: Product Design
Alzahra University of Tehran
Tehran, Iran
Thesis: "Queue System Keyboard and Display Design for Bank Employees"

TEACHING POSITIONS

- Spring 2017* **Adjunct Instructor**
Department of Industrial Design
College of Architecture and Urban Studies
Virginia Tech
Blacksburg, VA
- Fall 2015* **Teaching Assistant**
Design Practice Class (Technical Design IV)
Division of Design Science
Chiba University
Chiba, Japan
- 2009–2012 **Lecturer**
SABA Faculty of Art and Architecture
Bahonar University of Kerman
Kerman, Iran
- Lecturer**
Faculty of Graphic Design
Jame Elmi Karbordi University
(University of Applied Science and Technology)
Kerman, Iran

COURSES TAUGHT

2017 Industrial Design Lab II*Taught at Virginia Tech*

Sophomore level course with three major projects including a collaborative project with Interior Design (retail store interiors), a design research techniques project and a buildup project.

2009–2012 Technical Drawing and Planning for Historic Conservation*Taught in Persian at Bahonar University, Kerman, Iran*

This was an undergraduate course for Historic Conservation majors in which students learned to render proper geometric shapes and volumes. The students also learned the rules and standards of space planning in the context of historic conservation.

2009–2012 Technical Drawing and Geometry in Islamic Patterns*Taught in Persian at Bahonar University, Kerman, Iran*

Undergraduate course for Islamic Art majors in which students learned standard practices of drawing 2D and 3D forms, especially in relation to traditional patterns and motifs found in Persian architecture, such as the eight-pointed star.

Geometric Islamic Patterns in Graphic Design*Taught in Persian at the University of Applied Science and Technology, Kerman, Iran*

Traditional Islamic patterns are an important cultural part of modern Persian art and design. In this class, students learned the mathematical rules of drawing symmetrical and asymmetrical patterns and how to use them in graphic design and illustration.

Packaging Design I*Taught in Persian at the University of Applied Science and Technology, Kerman, Iran*

This class for graphic design majors was an introduction to the materials, aesthetics and usability of product packaging.

Packaging design II*Taught in Persian at the University of Applied Science and Technology, Kerman, Iran*

Graphic design students applied the knowledge they learned in Packaging Design I to a variety of real-world projects, with added emphasis on the use of local and sustainable materials.

OTHER UNIVERSITY EXPERIENCE

2013–2016 Graduate Assistant / English Conversation Tutor

English Support Center

Chiba University

Chiba, Japan

Feb. 2012 Jury Member, Conceptual Art Competition

Faculty of Graphic Design

Jame Elmi Karbordi University (University of Applied Science and Technology)

Kerman, Iran

Spring 2012 Supervisor, Advisor and Jury Panel Member for Undergraduate Final Projects

Faculty of Graphic Design

Jame Elmi Karbordi University (University of Applied Science and Technology)

Kerman, Iran

PROFESSIONAL EXPERIENCE

- 2009–2013 **Co-Founder / Industrial Designer**
 Negargan Art Developer Company
 Kerman, Iran
 Notable project: Exterior illumination design for the Jabalieh Dome, a historical site in Kerman, Iran
- 2007 **Graphic Designer**
 Azarin Noavar
 Kerman, Iran
 Responsible for in-house marketing collateral
- 2006 **Industrial Designer**
 National Iranian Oil Products Distribution Co.
 Tehran, Iran
 Notable project: Designed outdoor case for smart card readers on gasoline pumps
- 2005 **Industrial Designer**
 Nedapardaz Informatic Co.
 Industrial Automation Unit
 Tehran, Iran
 Notable project: Designed automated teller keypad and central display for the National Bank of Iran

PUBLISHED WORKS

- 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
- “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 – Contribution Model Concept of Affordance, Usability and Confirmatory Factor Analysis”
 Published in 5th STS Italia Conference Journal
A Matter of Design: Making Society Through Science and Technology
 Politecnico de Milano
 Milan, Italy
- 2013 “Evaluating Physical and Perceptual User-Product Interaction for Optimizing Product Design Methodology”
 Published in 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
 Spring 2010 issue
 University of Tehran
 Tehran, Iran

PRESENTATIONS

- 2014 “User-Product Interaction Evaluation – Contribution Model Concept of Affordance, Usability and Confirmatory Factor Analysis”
Presented at *5th STS Italia Conference*
Conference theme: “A Matter of Design: Making Society Through Science and Technology”
Summer 2014
Politecnico de Milano
Milan, Italy
- 2014 “Interaction Design, Attitude, & Evaluation”
Lecture for MA and BA Industrial Design students
Alzahra University of Tehran
Tehran, Iran
- “Interaction Design, Attitude, & Evaluation”
Public lecture for all university students
Iran University of Science and Technology
Tehran, Iran
- 2013 “Evaluating Physical and Perceptual User-Product Interaction for Optimizing Product Design Methodology”
Published in 8th Annual Conference of ASIJ Journal
(Academic Society of Iranians in Japan)
Fall 2013
Toyota, Japan

AWARDS & RECOGNITION

- 2012 MEXT Academic Scholarship
Awarded by the Japanese government
One of nine PhD students awarded out of approximately 500 applicants
Embassy of Japan
Tehran, Iran
- 2008 Honorable Mention
iF Forum (International Forum Design Hannover)
Project: “Multi Screw”
Client: Next Generation PB Swiss Tools
Hannover, Germany
- 2006 Academic Scholarship
Awarded by Iran’s Ministry of Science, Research and Technology for scoring in the top 5% on the Graduate School Entrance Examination
Islamic Art University of Tabriz
Tabriz, Iran
- 2004 Selected to participate in the National Design Project
(One of twelve students chosen from all Iranian universities)
Ministry of Science and Technology, Department of Design Process and Development
Project: Motorcycle safety helmet design
Tehran, Iran

AWARDS & RECOGNITION, CONT.

- 2002 Second Place
 Industrial Design Scientific Society
 Project: "One Touch" CD packaging design
 University of Tehran
 Tehran, Iran
- 2001 Academic Scholarship
 Awarded by Iran's Ministry of Science, Research and Technology for scoring in the top 10%
 on the Graduate School Entrance Examination
 Alzahra University of Tehran
 Tehran, Iran

CONFERENCES AND WORKSHOPS ATTENDED

- 2014 *A Matter of Design: Making Society Through Science and Technology*
 5th STS Italia Conference
 (Society of Technology and Science)
 Milan, Italy
- 2013 *8th Annual Conference of ASIJ*
 (Academic Society of Iranians in Japan)
 Tokyo, Japan
- Summer Asia Workshop*
 Team Leader (participants were from universities in Japan, China and South Korea)
 Workshop theme: "Life in 2023 with SCiB™ (Supercharged Ion Battery)"
 Workshop sponsor: Toshiba Corporation
 Workshop goal: The proposal of a product, system or service which harnesses the potential benefits
 of an advanced rechargeable SCiB battery.
 Chiba University, Chiba, Japan

PROFESSIONAL MEMBERSHIPS

- 2014–present Japanese Society for the Science of Design
 Tokyo, Japan
- STS Italia (The Italian Society for Technology and Science)
 Milan, Italy
- 2013–present Academic Society of Iranians in Japan
 Tokyo, Japan
- 2007–present International Forum Design Hannover
 Hannover, Germany
- 2003–present Industrial Design Scientific Society
 University of Tehran
 Tehran, Iran

Ph.D. COURSES OF STUDY (Chiba University, Chiba, Japan)

Note: For all Ph.D. courses I have achieved a score of S, or Excellent (the equivalent of a 4.0 GPA)

2014–2016

Ph.D. Thesis

Title: “The User-Product Interaction Evaluation (UPIE) Model: A Structured Method for Testing and Improving the Product Design”

Spring 2013

Industrial Design

Industrial design, design theory, and design management.

Design Innovation

Design, innovation, value creation, cross-disciplinarity and diversity.

Eco Design II

Sustainable design, eco-products, eco-service, landscape design, ecological planning and environmental regeneration.

Behavioral Environment Design

Human behavioral psychology, built environments and environmental design.

Fall 2012

Competing as Entrepreneurs/Intrapreneurs

Projects focused on global challenges, such as the energy shortage and the Fukushima nuclear disaster, and showed how companies can help solve these problems. This course also taught students how to obtain jobs in large multi-national firms and included practice interviews to insure success.

M.S. COURSES OF STUDY (Islamic Art University of Tabriz, Tabriz, Iran)

Fall 2007

Master's Thesis

“The Influence of Interaction Design on Product Functionality”

Industrial Design Project III (Design for a Company)

Course focus was on function and usability in interaction design. For my project I applied this to a local need in my hometown (automation of the production process for a traditional cookie maker).

Modern Science

Acquaintance with new technology in science and design. There were lectures by professionals from various fields of study and presentations by students based on their interests.

Analysis & Critiques of Designed Works

This course focused on design movements in past and present. Students practiced criticizing a design from different points of view based on design aims.

Computer Aided Design II

This course was configured to combine online lectures with an in-person studio experience. Part of the course was taught online by an instructor at Delft University of Technology in Delft, Netherlands.

*Spring 2007***Computer Aided Design I**

Required students to practice software such as Solidwork 3D and modeling for product designs.

New Industrial Design

Co-taught by faculty in sustainable design, communication design and interaction design. This course introduced students to trends and philosophies in ID, and helped them choose their interest in design.

Industrial Design Project II

Course content emphasized new trends and philosophy in design, with examples from successful design works. Basic research focused on interaction design and how it differs from HCI, functional interaction and interactive design. Projects were based on practical, real world examples.

Techniques and Methods of Production in Industry

This course consisted of multiple lecturer sessions about production in design, and visits to local production sites.

*Fall 2006***Traditional Design & Development of Objects**

A historical study of Iranian craft and its importance to the modern industrial world. Students learned about manual production techniques in traditional workstations and how to help them to adjust to modern technology.

Analytical Geometry

Applied geometry analysis in industrial design.

Research Methodology

This course emphasized design process methodology based on students' needs and trends. Students were required to choose the most appropriate research method for their project topics.

Industrial Design Project I

This was a multi-purpose course focused on how industrial design relates to interior design, automobile design and product design. Students were able to work in all three areas with cooperation with companies. Students also presented their final projects to these companies.

Product design: Spotlight for art gallery in Art University of Tabriz

Automobile design: Truck dashboard for Azarakhsh Community

Interior design (furniture): Multi structure conference table for the Dean's office

Industrial Design and People

This course was about how humans interact with design in society, psychological and social knowledge in industrial design, and how to combine design ideology with social needs.

B.A. COURSES OF STUDY (Alzahra University of Tehran, Tehran, Iran)*Spring 2005*

Thesis: Queue System Keyboard and Display Design for Bank Employees

Industrial Design Project VIII (Bionics)

Designed a fire detector based on how certain jungle insects sense fire

Industrial Design Project IX (Communication With Companies)

Worked with the Secco Iran Company to design a new display case

- Fall 2004* **Basic Photography II**
Digital photography of industrial design products
- Physics III**
Electricity and optics
- Assessment of Industrial Productions**
Study of the factors needed for production of a product (market analysis, financial limitations, proper equipment, etc.)
- Object Design in Islamic Civilization**
Focused on the design of functional handicrafts in Persian and Islamic art
- Industrial Design Project II (Packaging)**
Projects included package designs for saffron and car engine oil
- Industrial Design Project VI (Future Products)**
Main project: Concept design of a juicer
- Spring 2004* **Islamic Civilization and Art**
- Economics of Industrial Production Management**
- Materials and Methods of Development III**
A workshop-based course focused on glass, plastic and synthetic materials
- Industrial Design Project III (Design for Human Factors / Ergonomics)**
Designed an ergonomic workstation for making traditional handicrafts in Kerman, Iran
- Industrial Design Project V (Design for Environment)**
Designed the outdoor seating for a tea shop at Shahzadeh Garden of Kerman (historical site)
- Fall 2003* **Modeling II**
Geometry and scale analysis
- Technical Design II**
Study of machine components in production factories
- Industrial Design Project I (Design Process)**
Project: Movable library shelves
- Industrial Design Project IV (Innovation in Design)**
Project: Designed a car seat with new type of lumbar adjustment
- Industrial Design Project VII (Interior Design)**
Project: Designed a modular space divider system for the Iranian Artistic Forum Building of Tehran
- Spring 2003* **Modeling I**
Basic 3D scale modeling using cardboard, plaster and foam
- Basic Photography I**
Manual, black and white photography and darkroom techniques

Geometry II

Introduction to architectural geometric drawing

Physics II

Systematics and dynamics

Ergonomics II

Anthropology and anthropometry in design

Technical Design I

Focused on strength of materials

Basics of Industrial Design II

Focused on usability and satisfaction of user

Fall 2002

Form and Space

Applied study of forms and space

Ergonomics I

Basic ergonomics and anthropometry

Physics I

Basic mechanics

Industrial Cartography II

Cartography for production

Materials and Methods of Development II

Metal workshop

History of Industrial Design

The evolution of industrial design around the world

Industrial Sociology

The effect of industry on society

Basics of Industrial Design I

User characteristics and interaction with products and environment

Spring 2002

Basic Visual Arts II

Visual aspects of industrial design

Basic Design Workshop II

Drawing for industrial design, hand rendering and sketching

Cubism

Making objects with plaster and foam to learn form and space

Geometry I

The study of perspective and three dimensional objects

Art in History II**Applied Mathematics II****Computer-Aided Design***Fall 2001***Basic Visual Arts I**

Basic visual forms, composition, harmony and color theory

Basic Design Workshop I

Drawing objects with emphasis on shading and forms

Art in History I**Applied Mathematics I****Industrial Cartography I**

Technical drawing

Materials and Methods of Development I

Wood workshop

SKILLS

Software AutoCAD 2D, Mechanical Desktop 3D, Photoshop, Word, Excel, Powerpoint, 3Ds Max and Solidworks.
Working knowledge of Adobe Illustrator and InDesign.

Artistic Sketching, drawing, rendering, painting, photography

Languages Persian, English, Arabic, Japanese (in order of fluency)