
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

- 2017-Present **Assistant Professor**
Department of Industrial Design
College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA
Courses taught: Industrial Design Lab IV, Design Research
- Spring 2017 **Adjunct Instructor**
Department of Industrial Design
College of Architecture and Urban Studies
Virginia Tech, Blacksburg, VA
Courses taught: Industrial Design Lab IV
- Fall 2015 **Teaching Assistant**
Design Management Laboratory
Division of Design Science
Chiba University, Chiba, Japan
Courses taught: Design Practice Class
- 2009-2012 **Lecturer**
SABA School of Art and Architecture
Bahonar University of Kerman, Kerman, Iran
Courses taught: Technical Drawing and Geometry in Islamic Patterns, Technical Drawing and Planning for Historic Conservation, Geometric Islamic Patterns in Graphic Design

2009–2012 **Lecturer**
Department of Graphic Design
Jame Elmi Karbordi Applied Science and Technology University, Kerman, Iran
Courses taught: Packaging Design I, Packaging design II, Geometric Islamic Patterns in Graphic Design

OTHER UNIVERSITY EXPERIENCE

2013–2016 **Graduate Assistant / English Conversation Tutor**
English Support Center
Chiba University
Chiba, Japan

February 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

GRANT

2017 **SEAD (Science, Engineering, Art, and Design) Mini Grant**
Institute for Creativity, Art, and Technology
Virginia Tech University
Virginia, US

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
- 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

- 2017–present American Society for Engineering Education, Washington DC, US
- 2014–2016 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 Iranian in Japan, Tokyo, Japan
- 2007–present International Forum Design Hannover, Hannover, Germany
- 2003–present Industrial Design Scientific Society, University of Tehran, Tehran, Iran

SKILLS

- Software* AutoCAD 2D, Fusion, Photoshop, Word, Excel, Powerpoint, 3Ds Max and Solidworks.
Working knowledge of Adobe Illustrator and InDesign.
- Artistic* Sketching, drawing, rendering, painting, photography
- Languages* Farsi, English, Japanese (in order of fluency)