

Danyal Ghanbari

danyal@cmu.edu
(412) 214-3925

<https://www.linkedin.com/in/danyal-ghanbari/>
Pittsburgh, PA

Education

Carnegie Mellon University

Master of Integrated Innovation for Products and Services – GPA: 3.89 / 4.00

Product Management, UX Research, Applied ML and Deep Learning, Privacy Policy Law and Technology

Pittsburgh, PA
Dec 2023

Amirkabir University of Technology

Master of Science in Business Administration - Marketing – GPA: 18.63 / 20

Decision Making, Consumer Behavior, Econometrics

Tehran, Iran
Jul 2020

Sharif University of Technology

Bachelor of Science in Mechanical Engineering – GPA: 15.40 / 20

Measurement and Control Systems, Numerical Computation, Finite Element

Tehran, Iran
Jul 2017

Experience

CCC Intelligent Solutions (Insurance Tech)

R&D Intern

Chicago, IL
Aug 2023 - May 2024

- Developed an interactive platform for showcasing organization's products leveraging Vuetify, Docker and Vue.js.
- Designed and developed webapp to embed organization's strategy map into an interactive solution for improving employees' performance and understanding of arrangement of company's AI models.

Product Design Strategy Intern

May 2023 - Aug 2023

- Drove \$250B revenue potential by integrating AI into comprehensive repair solution through user-centric design and iterative feedback using Figma.
- Effectively communicated project benefits and procedural journey through short video presentation to stakeholders.

Dream Farm Studios (Animation Studio)

Marketing Specialist

Tehran, Iran
Dec 2021 - Aug 2022

- Designed a digital marketing **strategic plan** resulted in **increased reach** among different marketing channels, specifically Facebook and Instagram **more than twice**.
- Conceptualized and coordinated paid **advertising campaigns** on social media channels including Facebook, Instagram, and LinkedIn resulted in a **50% increase** in each media reach.

MTN Irancell (Telecommunication)

Digital Marketing Intern

Tehran, Iran
Dec 2018 - Mar 2019

- Designed an **advertising campaign** in a team of four as a part of ICDC program, a joint program between MTN Irancell and Sharif Career School.
- Audited and analyzed market trends to design a **360-degree marketing campaign** for Irancell's postpaid service for **awareness increase**.

Projects

Product Development

- Ignik Outdoors Product Development (Team of Seven – Capstone Project):**
 - Initiated and led extensive user research and data analysis to develop a user-centric outdoor heating solution, targeting precise customer needs and market trends.
 - Collaborated in prototyping and iterating the design based on feedback, ensuring the product aligned perfectly with market expectations and user preferences.
 - Resulted in a product that enhanced customer satisfaction and exceeded client expectations, establishing a new line of products for Ignik Outdoors (our client).
- Similarity Identifier, AI for Industrial Uses (Team of Four – Designing Smart Products Project):**
 - Co-developed and fine-tuned AI model for Ansys, designed to compare and identify similarities in point cloud files.
 - Crafted the business case for the product contributing to Ansys's innovative product spectrum.
- Pump Maintenance Prediction (Team of Three – Designing Smart Products Project):**
 - Developed a deep learning model for Grundfos, a Danish pump manufacturer, aimed at predicting maintenance schedules enabled by embedded computing integrated into pumps.
- IoT Smart Pot (Team of Four – IoT Project):**

- Developed the IoT Smart Pot, integrating AI for plant recognition and smart sensors for automated watering.
- Designing the product blueprint, prototyping, and formulating a detailed manufacturing cost plan.
- **E-Textile (Solo Project – Smart Fabrication Project):**
 - Prototype a morphing shape that utilized shrinkable thread in a smocking pattern, which contracts when exposed to heat which offered an alternative to Shape Memory Alloys (SMAs), showcasing a new potential in textile design.

Marketing and Branding

- **AIST Steel (Team of Six):**
 - Designed a marketing campaign to transform the HR image and perception of working in the steel industry.
 - Conducting field research for extracting pain-points and probing people's perception to help with utilizing diverse marketing channels and storytelling techniques
 - Selected as the **distinguished project by AIST Steel representative.**
- **Community Bank and Pittsburgh Marathon (Team of Six)**
 - Designed user journeys, developing merchandise concepts, and redefining the brands to reflect desired business values, contributed to the successful market repositioning of both entities.
- **Amirkabir University Rebranding (Team of Three):**
 - Conducted primary rebranding research among different stakeholders, analyzed and presented insights for the university leadership.

User Research

- **Behavioral Effects of Smartwatches on Humans' Exercise Routine (Solo Project):**
 - Conducted **UX research** about the effect of smartwatches on human's physical activity. Utilized domain search, online survey, interviews, and co-design session to understand effects of trackers on humans' exercise routine.

Engineering Design and Prototyping

- **Design and manufacturing of a magnetic micro-robot (Solo Project – Bachelor's Thesis):**
 - Developed positional controlling software using a combination of live image processing and proportional–integral–derivative controller as a part of bachelor's thesis.
- **Design and Prototyping a Working Electric Motorcycle (Team of Fourteen, IMDC Competition):**
 - **Finished first** in design phase during Iranian Machine Design Competition and built a working **prototype** of an **electric motorcycle** over a course of 10 months.

Skills

Prototyping, Modeling and Rendering: Figma, Balsamiq, SOLIDWORKS

Soft skills: Negotiations, Time Management, Resource Management, Mentoring, Leadership

Programming Languages: Vue.js, Docker, Node.js, Python, PyTorch, Vuetify, STATA, C, MATLAB

Photo and Video Editing: Photoshop, AfterEffects, Premier, InDesign, Lightroom, PixInsight

Marketing: Campaign Design, Branding, Ad Design, Campaign budgeting

Management: Financial Analysis, Project Management (PMBOK Basics), Agile method, Decision Making (BWM, AHP, MCDM)

Awards and Honors

Tepper's STARS Competition Second Place: Secured second place in the STARS competition at CMU's Tepper School of Business for proposing an energy solution aimed at facilitating moon colonization. 2022

Runner up Pitch in the McGinnis Venture Competition: Advanced to the second round of the McGinnis Venture Competition, pitching the "Toulouse Cat Feeder," a smart pet feeder designed to dispense pet food while recognizing individual pets. 2023

AKF Scholarship Award Winner: Won Aga Khan Foundation's Scholarship Award for Pursuing Studies in Carnegie Mellon University. 2021

Astronomy and Astrophysics Olympiad Silver Medal Winner: Awarded Silver Medal in the 7th National Olympiad of Astronomy and Astrophysics, Iran. 2011

Publications

- "Experimental investigation of buoyancy-driven natural ventilation in a building with an atrium using particle image velocimetry (PIV) method." Mitra Bagheri, Danyal Ghanbari Barfeh, Maryam Karami, Shahram Delfani, Mohamadreza Hafezi. *Advances in Building Energy Research*, Taylor & Francis, 30 September 2023, pp. 1-18. DOI: 10.1080/17512549.2023.2263459.
- "Building design based on zero energy approach." Mitra Bagheri, Danyal Ghanbari Barfeh, Mahdis Hamisi. *Visions for Sustainability*, 10 June 2023. DOI: 10.13135/2384-8677/8109.

Hobbies

Swimming, Camping, Astrophotography, Philosophy