



# Hoda Hatami

Workplace Design Consultant

I am a multi-disciplinary designer with a unique background in interior architecture, art and psychology. By combining these three disciplines, I bring a fresh perspective into human-centric design, with a focus on mental health, sustainability and productivity.

## EXPERIENCE

### Lead Designer

Cityspace Management Ltd

2013 - 2020

- Pitch win ratio of 8 / 10
- Led the design team of 5, working with 50 clients on over 150 projects, ranging from 5,000sqft to 45,000sqft
- Supported the company to be more design focused by introducing best design practices and being involved in all aspects of design and relationships with clients
- Offering innovative ideas to the estimating team to value-engineer the projects, while being true to the original design concept

### Senior Designer

Freelance

2012 - 2012

- Design/consultancy services on contract basis from on various scale projects in both public and private sectors
- Explored the residential sector, to hone my skills on human-centric design and incorporate elements of it in the workplace

### Senior Designer

Area Sq Ltd

2011 - 2012

- Joined to be part of the design pitch team on a series of big projects (over 30,000sqft)

### Designer

MMoser Associates Ltd

2007 - 2011

- Hired as a Junior Designer by winning a design competition, later promoted to Designer
- Being in an innovative firm, surrounded by inspiring designers, exposed me to human-centric practices. Understanding its impact on humans' daily lives encouraged me to explore commercial design

### Junior Designer

Swanke Hayden Connell Architects

2006 - 2007

- Started my work placement after winning a competition held at Nottingham Trent University, and later hired full-time as a Junior Designer.



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## EDUCATION

### **Master's Degree Organizational Psychology**

City, University of London

2018 - 2020

- Course focusing on various aspects of human functioning in the workplace
- Recognised by the British Psychological Society (BPS)
- Dissertation on the effect of technology on human-centric design

### **Master's Degree Interior Architecture & Design**

Hertfordshire University

2011 - 2012

- Won two University-wide competitions which led to my first two jobs

### **B.A. Honours Interior Architecture & Design**

Nottingham Trent University

2004 - 2008

## SKILLS

- **Autodesk AutoCAD**
- **SketchUp Layout / 3DModelling**
- Adobe Illustrator / Photoshop / InDesign
- Microsoft Office / Excel / Powerpoint

## CONTACT

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