



Ahmad Farkhondeh

Industrial Designer

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EDUCATION

M. A. in Industrial Design | 2020-2023

- University of Tehran, Tehran, Iran
- GPA: 18.86/20 (4/4)
- Thesis Topic: Designing a Product-Service System to Enhance Social Security in Urban Parks (a Case Study of Tappeh-Bashi Park in Naghadeh)
- Thesis Grade: 20/20 (4/4)
- Supervisor: Dr. Mehran Fateminia

B. A. in Industrial Design | 2015-2020

- Art University of Isfahan, Isfahan, Iran
- GPA: 16.52/20 (3/47/4)
- GPA of Special Obligatory (Major GPA): 17.12/20 (3.61/4)
- Final Project Topic: Light Therapy at Home with the Aim of Preventing Sleep Disorders caused by Depression
- Final Project Grade: 17.5/20 (4/4)
- Supervisor: Mr. Hasan Rezvan

RESEARCH INTERESTS

- Social Design
- Design for Mental Health
- Human-Centered Design
- Sustainable Design
- Human Computer Interaction (HCI)
- Serious Game Design
- Interaction Design

SELECTED COURSES

▪ Industrial Design Project I (Research and Idea Generation)	19.5/20
▪ Sustainable Design	18.5/20
▪ Consumer Behavior Studies	20/20
▪ Industrial Design Project II (Idea Development and Detail Design)	19/20
▪ Design in Contemporary World	18.5/20
▪ User-Centered Design	19.75/20
▪ Industrial Design Project III (Ergonomics)	19/20
▪ Industrial Design Project V (Environment)	18/20
▪ Industrial Design Project VII (Furniture)	20/20
▪ Industrial Design Project IX (Contact with Industry)	19.80/20

PUBLICATIONS

- Ali Faraji, **Ahmad Farkhondeh**; A framework of urban furniture design for crime reduction, 8th International Conference on Mechanical, Construction Industrial & Civil Engineering Proceeding, 21 August 2021, Istanbul, TURKEY
- **Ahmad Farkhondeh**, Mehran Fateminia, Zahra Hosseingholipour; The Space Syntax of urban parks; identifying areas inducing a sense of fear of crime in visitors (a case study of Tappeh-Bashi Park in Naghadeh) Accepted in Journal of Fine Arts: Visual Arts, 2023, University of Tehran, Tehran, Iran, DOI: 10.22059/JFAVA.2023.363563.667165
- Evaluating the Impact of Citizen's Sense of Attachment and Satisfaction of Tappeh-Bashi Park on their Sense of Social Security, (In Preparation)

ACADEMIC PROJECTS

- Design for preventing fear of crime in women in urban spaces, 2023
- Designing a Product-Service System (PSS) for reducing domestic tension in the Covid era, 2021
- Designing a Workspace at Home in the Era of Covid-19, 2021
- Redesigning the Android version of the WhatsApp application based on the user-centered design approach, 2021
- Urban furniture design to reduce crime in urban space based on a cultural approach, 2021
- Designing a coffee shop for office spaces, inspired by Persian motifs, 2019
- Designing an intelligent home health hub for family members, 2019
- Designing a pot for growing organic plants at home for vegans, 2018
- Designing an interactive urban space for Chaharbagh Street in Isfahan, 2018
- Urban furniture design based on sustainability approach, 2016

PROFESSIONAL SKILLS

- Using storyboard and system map methods for modeling a system
- Space syntax technique in depth map software
- Generating standard questionnaires using Cronbach Alpha method in SPSS software
- Statistical & Qualitative Data Analyzing using AHP method in Expert choice software
- Planning, calculating and visualizing light for indoor and outdoor areas using Dialux software
- Coding with JavaScript and CityEngine for digital prototyping
- Working with embedded boards, sensor and operator modules, and CNC and laser cut machine
- Data collection using Focus groups, interview, questionnaire, mental mapping, observation, and shadowing methods
- Assessing concepts using paper prototyping, perceptual map, and making maquette

WORK EXPERIENCE

- **Industrial Freelance Product and Graphic designer (2018 to Present)**
Isfahan and Tehran, Iran, Iran
Description: Designing business cards, labels, logos, banners in the field of innovative advertising, and designing furniture for coffee shops, designing ceramic dishes
- **Freelance Product Designer (2021)**
Salam Handicraft Shop, Isfahan, Iran
Project: Designing household products,
Description: Tackled challenges in manufacturing a product

- **Freelance Interior Designer (2021)**
The second floor of Hakim Bazaar, Isfahan, Iran
Description: Interior design of a co-working design office
- **Internship in Medical design (Jun 2018- Sep 2018)**
Metotec Design Group, Isfahan, Iran
Description: 300 hours of work on the design thinking methodology, human-computer interaction of medical devices such as Ultrasound machines, and also conducting some surveys on users' empathy
- **Freelance Lighting and Graphic Designer (2018)**
HIRAD Gym, Isfahan, Iran
Description: Designing Interior Lighting, Logo, and Visit Card

HONORS

- Award Recipient; Selected concept, Challenge: Synesthetic design principles applied to the creation of the ambiance and its artifacts in post-pandemic life Workshop, Isfahan, Iran, 2022
- Award Recipient; Appreciated alternative of the handicraft packaging competition, 1ST International Festival of Iran Handicrafts, Iran, 2021
- Ranked First among 569 Participants in the National Entrance Exam for Iranian Universities in the Field of Industrial Design at the Master's Level, 2020
- Ranked Sixth in the 25th National Student Olympiad in the field of Industrial Design, Iran, 2020
- Silver Award; Exhibition of the furniture and interior decoration design in Isfahan Art University, Isfahan, Iran, 2019
- Selected Concept; designing creative furniture for the courtyard of the Faculty of Architecture and Urban Planning of Isfahan Art University, 2nd AUI Product Design Workshop, Art University of Isfahan, Isfahan, Iran, 2017
- Silver Award; One-day competition in Fashion design for students of the Art University of Isfahan, held by the Fashion designer center of the Arts University of Isfahan and the cultural and social vice-chancellor of the Art University of Isfahan, Isfahan, Iran, 2016

EXHIBITIONS

- AYSU Lighting; Exhibition of Design in Support of human wellbeing with regard to isolation and reduced social interactions, held by Embassy of Poland in Tehran at the Safavi House in Isfahan, Iran, 10-17 June, Tehran Art Gallery, Tehran, Iran, 19-30 June, 2022
- ORSEY Barstool; Exhibition of the furniture and interior decoration design, Art University of Isfahan, Isfahan, Iran, 2019

WORKSHOPS

- 15-hours Supervised Machine Learning: Regression and Classification workshop on learning how to implement Linear and Logistic Regression, and how to use Gradient Descent for optimization algorithms. Provided by DeepLearning.AI and Stanford University on the Coursera platform
August 20, 2023
- 3-day "Polish Design Summer School 2022: Challenge: synesthetic design principles applied to the creation of the ambiance and its artifacts in post-pandemic life" workshop on designing multi-user urban furniture to promote interaction and presence of a university campus in a multi-disciplinary design group. held by Ivan Cultural Group and the Embassy of Poland in Tehran at the Safavi House in Isfahan, Iran. 15-17 June 2022

- 20-Hour (Do Smart) workshop on familiarity and working with embedded boards, sensor and operator modules, programming, doing smart and automation projects, and designing and implementing ideas, 20th Techno Design Conference and workshop, Industrial design laboratory, University of Tehran, Tehran, Iran, January 2022
- 20-Hour (Dear Bot) workshop on familiarity with movement mechanisms, mechatronics and robotics, mission programming, and designing and building robots, 21st Techno Design Conference and workshop, held in Industrial Design Laboratory, University of Tehran, Tehran, Iran, January 2022
- 3-day "Polish Design Summer School 2021: Design in support of human wellbeing with regard to isolation and reduced social interactions" workshop on teaching how to benefit from human senses and artificial intelligence in our designs to improve social interactions and reduce isolation in the COVID era.
- Co-organized by the Embassy of the Republic of Poland in Iran, the Institute of Industrial Design (Poland), and the University of Tehran. Tehran, Iran, December 2021
- 150-Hour workshop on the preliminary training course of CATIA software and getting a score of 97 out of 100, Maktabkhooneh virtual education system, Iran, March 2020
- 2-Day workshop on digital render for product design, Art University of Isfahan, Isfahan, Iran, October 2017
- 48-Hour (The Global Sustainability Jam) workshop on tackling an overarching challenge of sustainability, whether ecological, financial, or social in a local context, Art University of Isfahan, Isfahan, Iran, November 2016

LEADERSHIP POSITIONS

- The administrator of Industrial Design Students Guidance Telegram Chanel, Iran, 2020 to Present
- Member of the Students Scientific Council of Industrial Design, University of Tehran, Tehran, Iran, 2021-2022
- Member of the Student Sports Association, Art University of Isfahan, Isfahan, Iran, 2016-2019

SKILLS

Computer Skills

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| ▪ Rhinoceros, Advanced | ▪ SPSS, Upper-Intermediate |
| ▪ 3D Max, Advanced | ▪ Dialux, Upper-Intermediate |
| ▪ KeyShot, Advanced | ▪ V-Ray for 3D Max, Upper-Intermediate |
| ▪ Photoshop, Advanced | ▪ CityEngine, Intermediate |
| ▪ Expert Choice, Advanced | ▪ CATIA, Intermediate |
| ▪ Depthmap, Advanced | ▪ AutoCAD, Intermediate |
| ▪ Solidworks, Upper-Intermediate | ▪ JavaScript, Intermediate |
| ▪ HDR light studio, Upper-Intermediate | ▪ Grasshopper, Elementary |
| ▪ Twinmotion, Upper-Intermediate | ▪ Python, (Eager to learn) |

Practical Skills

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| ▪ Ceramic flood molding | ▪ Woodworking Tools |
| ▪ Designing suitable parts for CNC and laser cut machine | ▪ Metalworking Tools |
| ▪ Molding with polyester resin | ▪ leatherworking Tools |
| ▪ Making jewelry with epoxy resin | ▪ Sculpture |
| ▪ Sketching, Digital sketching & Creative presentation | ▪ Plastering |

TEACHING EXPERIENCE

- **Private Teacher (2019)**
Isfahan, Iran
Course: 3D Max & Rhino

LANGUAGE PROFICIENCY

- IELTS: Will be taken on January 6

HOBBIES

- Ping Pong
- Billiards
- Video Games
- Sketching
- Photography

REFERENCES

- Dr. Mehran Fateminia (Assistant Professor and Vice President of College of Fine Arts)
Department of Industrial Design, University of Tehran, Tehran, Iran
Email: me.fateminia@ut.ac.ir
- Dr. Maryam Khalili (Assistant Professor)
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- Dr. Ali Faraji (Assistant Professor)
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- Mr. Hasan Rezvan (Lecturer)
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