

Areas of expertise include:

PRODUCT DESIGN	GRAPHIC DESIGN	VISUAL COMMUNICATION
• Idea generation • Package design • User research • 3-D modeling, prototyping	• Promotional graphics • Branding • Design thinking • Infographics	• User interface design • User experience design • Human factors • Visual identity design

Education:

Master of Science in Engineering Management 2014, Missouri University of S&T, Rolla Missouri
Emphasis: Human system interactions, human factors and user-centered design

Master of Fine Arts in Industrial Design 2009, Tehran University of Art – Tehran, Iran
Emphasis: Design thinking, user analysis, ideation and creative thinking

Bachelor of Fine Arts in Industrial Design 2006, Tehran University of Art – Tehran, Iran

Professional Experience:

University of Nevada, Reno, NV

2025-Present, Teaching Assistant professor in Graphic Design

2020-2024, Lecturer in Graphic Design

2018-2020, Adjunct professor in Graphic Design

* Title updated in 2025; delayed since 2020 due to pandemic-related disruptions.

Teaching courses using a project-based approach that integrates technical software skills with real-world applications. Additional responsibilities include departmental service, student advising, and ongoing professional development.

Integrity Design Partners, Reno

2017- 2018 – Junior Interior Designer

Responsible for designing interior spaces and creating floor plans, furniture layouts in Photoshop, AutoCAD and IVY software.

Missouri University of Science and Technology, Rolla, Missouri

2012-2014 – Graphic Designer, Art Director

Produced promotional graphics, brochures and posters to advertise cultural events at the department of Student Affairs. Designed sole logo for the university's international affairs dept.

Missouri University of Science and Technology – Rolla, Missouri

2012-2014 - Researcher

Published studies on work productivity, human-system interaction, and user-centered design

Nedlook – Persian Inspired Jewelry Website

2015-current - Jewelry Designer/ Founder

Created a jewelry line influenced by pre-historic Persian tile patterns. Responsible for branding, fabrication, packaging, marketing and advertising. A collection was showcased at the Smithsonian Museum, Freer and Sackler gallery.

Tandis Plexiglass Company – Tehran, Iran

2007-2009 - Product and furniture Designer

Began as an intern and was later hired for furniture concept development. Designed, 3D-modeled, and produced a Plexiglass coffee table selected for mass marketing. Conducted market research, trend analysis, and created marketing graphics to support product launch and sustainability.

Karshiv Tadbir – Tehran, Iran

2005-2007 - Spatial Designer

Designed and built temporary pavilion structures for client exhibitions, from concept development through 3D modeling and mock-up construction, tailored to each client's unique identity.

Academic Experience:

2018-Present: Teaching Graphic Design classes, University of Nevada, Reno, NV

Courses taught:

GRC 116	Introduction to digital art and design
ART 100	Visual Foundations
GRC 200	Design Thinking and Methodologies
GRC 220	Graphic design 1
GRC 355	Graphic design 2
GRC 210	Typography 1
GRC 310	Typography 2
GRC 385	Package Design
GRC 400	Graphic Design 3
GRC 475	Graphic Design 4
GRC 492	Individual Studies
GRC 362	Admission to Graphic Design BFA Program
GRC 490	Graphic Design/Media Internship

2014: Studio Assistant for Ceramics and Design class, Department of Arts, Languages, and Philosophy at Missouri University of S&T, Rolla, Missouri

Fall 2010: Lecturer of Basic Elements of Design course, Saba Institute of Higher Education, Urmia, Iran

2012-2014: Graduate Research Assistant at Missouri University of S&T, Department of Engineering management and system engineering, Rolla, Missouri

2008: Guest researcher at the University of South Australia, Dept. of Art, Architecture and Design, Adelaide, Australia

Technical proficiencies:

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Adobe XD and Acrobat); CorelDRAW; Microsoft Office Suite; SOLIDWORKS; Rhinoceros; AutoCAD; Figma

Professional Activities: University of Nevada- Reno

2019-2021: Visiting Artist Committee

2019-2021: Student Juried Exhibition (Student Art Show) committee

Fall 2020: Hiring Committee for Assistant Professor, Art/Area Head of Visual Foundations

2020-Present: Advising students on degree planning, course substitutions, and declaring majors and minors.

2019-2024: Graphic Design BFA portfolio review

2021-Present: Supervised students in Individual Studies, guiding personalized project development and timelines

2021-Present: Visiting Artists, Scholars, and Exhibition committee

2024-Present: Diversity, Equity, and Inclusion committee

2024-2025: Hiring Committee for Associate professor of book arts and graphic design, Black Rock Press.

2024-2025: Hiring Committee for Assistant professor, Graphic Design position

Spring 2025: Graphic Design Program Review Participation

Spring 2025: Chair of the Graphic Design BFA portfolio review and managed admissions to the program

2025-Present: Advised students on internship applications and requirements.