MOHAMMAD**A**MIR SAFARI

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WORK

Lifetime Products Inc.
Industrial Designer II - R&D
October 2020 - Present/ Clearfield, UT

• Responsible for designing and collaborating in projects with the value of over 116 million Dollars revenue starting for production in Q3 2023, including designing the bypass chair sets for Sam's Club and Costco.
• Concentrating on creative and patent-oriented ideas in chairs and table, kids' furniture and play-set, and water sports categories for maintaining Lifetime's competitive advantages in the following decade.
• Providing the Lifetime's main costumers such as Costco, Sam's club, Home Depot and other major retailers with more compelling design features.
• Helped facilitate weekly and daily based brainstorming, and problem-solving sessions with the engineering team regarding the design challenges of the existing products.
• Close collaboration with the sales and marketing team to analyze the data gathered from design research regarding major concerns of the stakeholders and the pain points of the end-user.
• Used the gained knowledge on constraints and principles of blow-molding and injection-molding in redesign of plastic components on Lifetime's exiting products.

Vintage Industrial LLC.
Industrial Designer - R&D
July 2017 - April 2020/ Phoenix, AZ

• Continuously provided on-demand support to our sales team in the form of 3D rendering, 2D sketches, and illustrations, expanding the company's services, and allowing for faster and more efficient sales.
• Responsible for launching 6 new product ideas from concept to final manufacturing based on existing gaps in the offering and market demands.
• Responsible for creating 22 products in Contemporary, Modern, Retro, and Vintage styles to fit within client requests and budgets, ranging from 3k to 1mil dollar projects.
• Used rapid prototyping and model making techniques to discover and inform future design and engineering decisions.
• Took a hands-on approach in product development through the iterative design and prototyping process. Working closely with an RnD fabrication team to help produce early versions of the products helping to solidify manufacturing processes while staying true to the design aesthetic.

Standing Innovation LLC.
Industrial designer intern
June 2016 - July 2016/ Tempe, AZ

• Responsible for redesigning semi-automatic standing table.
• Utilized sheet metal forming tools and simulations in Solidworks to inform the design, engineering, and manufacturing of current and future product lines.
• Created 1:1 appearance prototypes utilizing low-cost materials to demonstrate the aesthetic and ergonomic aspects of the final design and to create marketing and sales materials for future investors.

AWARDS AND HONORS

• *Honorable Mentioned for European Product Design Award (ePDA20) - Vine Collection Project - Phoenix, AZ - Fall 2020*
• *Product Design of Year for International Design Award (IDA16) - ALDO Chair Project - Tempe, AZ - Spring 2017*
• *Gold Prize winner for International Design Award (IDA16) - ALDO Chair Project - Tempe, AZ - Spring 2017*
• *Gold Prize winner for European Product Design Award (ePDA16) - ALDO Chair Project - Tempe, AZ - Fall 2017*
• *Bronze winner for International Design Award (IDA15) - ECO Interactive Kettle Project - Tempe, AZ - Spring 2016*

EDUCATION

Arizona State University
Master of Industrial Design
2015 – 2017/ Tempe, AZ, USA | **GPA 4.0**

Tabriz University of Islamic Art
MA Industrial Design
2010 – 2012 / Tabriz, Iran

Azad University of Tehran
BA Industrial Design
2004 – 2010 / Tehran, Iran

SKILLS

Software
Digital Sketching
Sketchbook Pro
ProCreate

3d Modeling
Creo - Professional Certificate from the PTC University
Solidworks
Rhino3D
3DS Max

Rendering
KeyShot
V-Ray
Substance Painter

Adobe Creative Cloud
Photoshop
Illustrator
InDesign
Lightroom

Design

Free-hand Sketching, Digital Illustration, Brainstorming, Storyboarding, Study Models, Prototyping, 3D Visualization, and Advanced Surfacing.

Crafts

Leather Crafts' Prototyping: bags & purses
Leather Crafts' Sewing Techniques