

# MORTEZA POURMOHAMADI

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## SUMMARY

Morteza Pourmohamadi received his PhD degree in Design Computing and Cognition from The University of Sydney in 2013. His research interests are design thinking, creativity and innovation, and the applications of computers in generative design and manufacturing. Morteza is an active industrial design practitioner and entrepreneur, taking on different design projects such as industrial machines and structures, smart and interactive products, and multimedia contents. Morteza is teaching different design courses in BA and MA degrees of industrial design, including User-Centred Design, Design Research Methods, and Computer Aided Design. He is currently the R&D Project Manager at Design Quintessence Pty Ltd and a former Assistant Professor of Industrial Design at Tabriz Islamic Art University.

## EDUCATION

### PhD in Design Computing and Cognition

2008-2013 — The University of Sydney, Australia

Supervisors: Dr Rob Saunders, Prof. Andy Dong, Prof. John S. Gero

Thesis Title: Designerly Ways of Customising

### MA in Industrial Design

2004-2006 — Tehran University, Tehran, Iran

Supervisors: Prof. Yassaman Khodadadeh, Dr Abbas Ghaffari

Thesis Title: The Emotional Effects of Sound in Home Appliances

### BA in Industrial Design

2000-2003 — Sahand University of Technology, Tabriz, Iran

### Diploma in Mathematics and Physics

1996-1999 — National Organisation for Development of Exceptional Talents

## WORK EXPERIENCE

### R&D Project Manager (Current Position)

2018-Present — Design Quintessence Pty Ltd, Sydney, Australia

- Head of Design and Manufacturing
- Senior Industrial Designer
- Chief Marketing Advisor

### Assistant Professor of Industrial Design

2012-2018 — Tabriz Islamic Art University, Tabriz, Iran

- Dean of Faculty of Design (2015-2018)
- Founder of the Faculty of Industrial Design (2015)
- Dean of Faculty of Applied Arts (2013-2014)
- Vice-Dean of Faculty of Applied Arts (2012)
- Teaching Courses in BA and MA of Industrial Design
- Developing the Curriculum for PhD in Design
- Developing the Curriculum for MS degree in Design Cognition
- Establishing The Innovation Hub for Industrial Design Students
- Establishing The Faculty's Rapid Prototyping Laboratory

### Co-Founder and Mentor

2016-Present — Arena Design Academy, Iran

- Hosting Multiple Workshops on Design Competitions

### Senior Advisor to CEO

2015-2017 — Aras Free Zone, East Azarbayjan State, Iran

- Development Manager of Aras Technology Growth Centre
- Deputy Chief of Culture, Art and Tourism

### Research Assistant to Prof. John S. Gero

2009-2018 — University North California at Charlotte, USA

- Programming LiNKODER Software, a Design Protocol Analysis Tool
- Analysing Design Protocols and Scholarly Writing
- Developing Methods and Tools to Analyse Design Protocols

### Senior Industrial Designer

2008-2012 — Design Quintessence Pty Ltd, Sydney, Australia

- Creating the New Company Logo, Website and Online Store
- Designing a Modular Disabled Access Ramp for School Theatre Stages
- Designing a Presentation Set Including Lectern, Plinth and LCD Stand
- Designing Multiple Truss Structures for Exhibitions and Shows

### Research Assistant to Prof. Andy Dong

2012-2013 — Faculty of Civil Engineering, The University of Sydney, Australia

- Building Quantitative Models of Online Freelancing Communities
- Application of Graph Theory to Analyse Innovation Networks
- Documentation and Scholarly Writing

### Lecturer of Industrial Design

2006-2008 — Tabriz Islamic Art University, Tabriz, Iran

- Administrator of University IT and Library Bureau
- Teaching BA of Industrial Design Courses
- Developing the Curriculum for the BA of Multimedia Design
- Planning and Implementing the University Main Network

### Industrial Designer

2004-2006 — Iran Tractor Machinery Co. (I.T.I.M.Co), Tabriz, Iran

- Styling and Prototyping the First Iranian Backhoe Loader, Ovan
- Designing a Backhoe Loader Based on Tractor Chassis
- Branding and Marketing Material for Ovan Backhoe Loader

### Animator and Graphic Designer

1998-1999 — Jahan Computer Adverting Co., Qom, Iran

- Animating Commercial TV Ads
- Designing Printed Media

## TEACHING EXPERIENCE

### MA of Industrial Design, Tabriz Islamic Art University

2014-2017 — User Centred Design (4 Semesters)

2012-2016 — Computer Aided Design 1 & 2: Generative Design (5 Semesters)

2012-2017 — Design Research Methods (4 Semesters)

2012-2015 — Design Project #2 & #3 (5 Semesters)

### MA of Industrial Design, Tehran University

2012-2013 — User Centred Design (2 Semesters)

2012-2013 — Design Research Methods (2 Semesters)

### **BA of Industrial Design, Tabriz Islamic Art University**

2015-2016 — Design Project #1: Design Methodology (1 Semester)

2007-2015 — Design Project #6: Futuristic Design (6 Semesters)

2006-2007 — Model Making and Prototyping (2 Semesters)

2005-2007 — CAD Modelling 1&2: Solidworks (4 Semesters)

### **BA of Multimedia Design, Tabriz Islamic Art University**

2013-2013 — Programming for Design (2 Semesters)

### **Supervising MA Thesis (Selected):**

**2018 – Evaluating the Educational Toys Developed by the Institute for the Intellectual Development of Children and Young Adults Using Cognitive Design Tools.**

Roya Mehrali (MA Industrial Design, Tabriz Islamic Art University).

**2018 – An Analysis of Road Case Production Systems to Design a Mass Customisation Ready Factory.**

Hosein Saleki (MA Industrial Design, Tabriz Islamic Art University).

**2017 – Applications of Design Thinking in Solving Ill-Defined Problems by New Entrepreneur Firms .**

Farshad Zeyghami (MA Industrial Design, Tabriz Islamic Art University).

**2016 – Designing an Iranian Canopy Structure Using Generative (Parametric) Design Approach.**

Mohammad Montazeri (MA Industrial Design, Tabriz Islamic Art University).

**2015 – A Cognitive Study on the Effect of Using Multimedia Games on Students' Creativity.**

Arman KeshmiriHagh (MA Multimedia Design, Tabriz Islamic Art University)

**2015 – A Generative Design Approach to Developing a Product Family for Bank ATMs.**

Vahid EffatiChitgar (MA Industrial Design, Tabriz Islamic Art University)

**2014 — Study of Cognitive Strategies of Designers in Solving Design and Non-Design Problems Using Linkography.**

Mohadesseh Gilani (MA Industrial Design, Tabriz Islamic Art University)

**2014 — Analysing the Effect of Available Technologies on the Thinking of Product Designers.**

Bahareh Jahanbakhsh (MA Industrial Design, Tabriz Islamic Art University)

**2014 — Strategies for Fostering Creativity in Illustration Education.**

Homa Rezazadeh (MA Art Studies, Tabriz Islamic Art University)

**2014 — A Tangible Media Interface to be Used in Environmental Advertising.**

Hasan Yazdani (MA Industrial Design, Tabriz Islamic Art University)

**2013 — A Parametric Approach to Designing Kitchen Utensils.**

Hadi Kazemi (MA Industrial Design, Tehran University)

**2013 — Lighting Design Based on Applications of Artificial Intelligence in Industrial Design.**

Mahshid Ahmadian (MA Industrial Design, Tabriz Islamic Art University)

**2013 — A Geometric Approach to Design of Modular Houses for Accommodation in Natural Disasters.**

Mohammad Sherafat (MA Industrial Design, Tehran University)

### **Workshops Tutoring:**

2016 — Design and Archaeology: Material Culture and Product Affordances (16 hours).

To Postgraduate Design Students at Tehran University, Kish – Iran.

2014 — Using Latex For Academic Typesetting (14 hours).

To Academic Staff at Tabriz Islamic Art University, Tabriz – Iran.

2014 — Managing Scientific Resources (5 hours).

To Academic Staff at Tabriz Islamic Art University, Tabriz - Iran

2013 — Using Mendeley Software to Organise Your Resources (9 hours).

To Academic Staff at Tabriz Islamic Art University, Tabriz – Iran.

2012 — An Ontological View of The Design Process (4 hours).

To Postgraduate Design Students at Tehran University, Kish – Iran.

2011 — Augmented Reality in Design (4 hours).

To Multimedia Design Students at Tabriz Islamic Art University, Tabriz - Iran

### **PUBLICATIONS**

#### **Journal Papers:**

1. Analyzing The Effect of Available Technologies on the Thinking of Product Beginner And Pro Designers Using Linkography Method

2018 — Journal of Fine Arts (Honar-haye Ziba), Tehran University

2. Cognitive Activity Analysis of the Brain in Creative Design Thinking

2018 — Journal of Cognitive Psychology

3. Smart Clothing, From Problem-Solving to Knowledge Generation

2016 — Rosh-e-Fanavari, Science and Technology Incubators of Iran

4. Knowledge Mirroring in the Technology Outsourcing Context of Online Innovation Intermediaries

2014 — Technology Analysis and Strategic Management, Taylor & Francis

5. The Effect of Brainstorming Method on Students' Creativity in Illustration

2014 — Samt Journal for Education Studies, Iranian Ministry of Science, Research and Technology, Iran

#### **International Conferences:**

1. Quantifying Differences between Professional Expert Engineers and Engineering Students Designing: Empirical Foundations for Improved Engineering Education

2018 ASEE Annual Conference & Exposition, Salt Lake City, USA

2. The Network Topology of Open Innovation Freelancing

2013 — 19th Int. Conference on Engineering Design (ICED'13), Seoul, Korea

3. Analysis of Mirroring Hypothesis in eLancing

2013 — IEEE Int. Technology Management Conference, Hague, Netherlands

4. **Exploring the Effectiveness of Design Education in Iran Using Protocol Analysis**  
2013 — International Conference on Engineering and Product Design Education, Dublin, Ireland
5. **Commonalities Across Designing: Empirical Results**  
2012 — Design Computing and Cognition '12, Springer, pp. 265-284
6. **The Effect of Employing Different Design Methods on Design Cognition of Small Design Teams**  
2012 — Articulating Design Thinking, Libri Publishing, pp. 73-87
7. **Analysing Design Protocols: Development of Methods and Tools**  
2011 — Research into Design, Research Publishing, pp. 3-10
8. **Linkographer: An Analysis Tool to Study Design Protocols Based on FBS Coding Scheme**  
2011 — 18th Int. Conference on Engineering Design (ICED'11), Copenhagen, Denmark
9. **CAD Software as Customisation Tools: Using FBS Coding Scheme to Understand the Behaviour of Mass Customisers**  
2011 — Circuit Bending, Breaking and Mending (CAADRIA), pp. 399-408
10. **Designery Ways of Customising**  
2009 — Mass Customisation, Personalisation and Co-Creation (MCPC2009), Helsinki, Finland

#### **Iranian Conferences:**

1. **Teaching Creative Thinking to Children: Lessons from Cognitive Studies of Designers**  
2013 — 6th International Congress on Child Psychiatry, Tabriz, Iran
2. **Forward Thinking in Design: Mental Structures and Linkographs of Design Protocols**  
2013 — 2nd Basic and Clinical Neuroscience Conference, Tehran, Iran
3. **Designing a Modular Lighting for Hospital Rooms to Promote Patients Recovery**  
2013 — Iran Lighting Design Conference (ILDC), Shiraz, Iran
4. **The Effect of Buildings on Sound Pollution in Tabriz Refinery**  
2006 — Farayand 'e No Monthly, National Company for Oil Productions, Tehran, Iran
5. **Implementing the Principles of Agile Systems to Design of a Hospital for Natural Disaster Zones**  
2005 — 2nd Conference on Relief and Rescue Management, Tehran, Iran
6. **The Role of Vocational Education in Post-Industrial World**  
2004 — 2nd National Conference on Vocational Education, Tehran, Iran

#### **DESIGN PROJECTS**

**Designing a 28m x 14m x 10m Temporary Staging Truss Roof Structure**  
2019 — IJS Productions Pty Ltd

**Ovation Protective Cases Branding and Design**  
2018 — Design Quintessence Pty Ltd

**Packaging Design for IZOTwin Adhesive**  
2017 — Ilia Sanat Asia Co.

**Developing an Industrial Production Process and Machinery to Manufacture Self Drilling Hollow Anchors for Soil Nailing**

2013-2014 — Department of Industrial Design, Tabriz Islamic Art University

**Designing the Composite Exterior and Cabin Interior Parts for Backhoe Loader 450 Series**

2013-2014 — Gazar Loader Manufacturing Co., Tabriz, Iran

**Design and Branding of the Custom, Handmade Persian Carpet System**

2013-2014 — Zibaf Custom Carpets Co., Tabriz, Iran

**Designing a Smart Controller for Environmental Conditions of Medium Sized Hydroponic Gardens**

2013 — Personal Project, Qom, Iran

**Designing a Modular Disability Access Ramp for School Theatre Stages**

2012 — Design Quintessence Pty Ltd, Sydney, Australia

**Designing a 8m Skull Using Trussing Structure for Crusty Demons Daredevils**

2011 — Design Quintessence Pty Ltd, Sydney, Australia

**Designing a Modular Truss Presentation Set Including Lectern, Plinth and LCD Stand**

2010 — Design Quintessence Pty Ltd, Sydney, Australia

**Designing Multiple Truss Structures for Exhibitions and Shows**

2008-2012 — Design Quintessence Pty Ltd, Sydney, Australia

**Designing the Central Server Room for University Optical Fibres Network**

2008 — Tabriz Islamic Art University, Tabriz, Iran

**Evaluating and Improving the Acoustic Conditions in Tabriz Refinery Site**

2007-2008 — Tabriz Refinery and Tabriz Islamic Art University, Tabriz, Iran

**Designing the Composite Exterior Parts for Ovan Backhoe Loader**

2005-2006 — Iran Tractor Industrial Machinery Co. (I.T.I.M.Co), Tabriz, Iran

**3D Modelling and Animating Exercises for Physical Fitness Software**

2006-2007 — Azar Raja Co., Tabriz, Iran

## **AWARDS AND CERTIFICATES**

**Scholarship to Attend Smart@Work Spring School on Human Technology Cooperation**

2016 — Tech. Universität Dresden and Dresden's Institutional Strategy, Germany

**Full Scholarship to Attend Brain Imaging Associate School (~3,000\$)**

2015 — International Brain Research Organisation (IBRO), Tehran, Iran

**Industry Funding to Redesign and Styling of Backhoe-Loader (~25,000\$)**

2013-2014 — Gazar Loader Manufacturing Co., Tabriz, Iran

**Full PhD Research Scholarship (~150,000\$)**

2008-2012 — Ministry of Science and Technology, Iran

**PRSS Travel Grant to Participate in ICED'13 (3,000\$)**

2011 — The University of Sydney, Australia

**PRSS Travel Grant to Participate in MCPC'2009 (3,000\$)**  
2009 — The University of Sydney, Australia

**Shortlisted in 3rd Iran Sculpture Biennale**  
2001 — Tehran, Iran

**Member of National Organisation for Development of Exceptional Talents**  
1993-1999 — NODET, Iran

**Certificates:**

**2015— Alumni of 1<sup>st</sup> Tehran IBRO/APRC Associate School of Neuroscience on Functional Human Brain Mapping (7 Days).**  
International Brain Research Organisation, Tehran - Iran

**2015 — Advanced Course on Robotic Way-finders (20 Hours).**  
Azarbayjan Population of Young Workers, Tabriz - Iran

**2014 — Workshop on the Principles of Scientific Writing (4 Hours).**  
Tabriz Islamic Art University (Tutor: Dr BahramKasiri), Tabriz – Iran

**2013 — Workshop on Teaching Methods (8 Hours).**  
Office of Education Affairs, Tabriz Islamic Art University, Tabriz – Iran

**2013 — Workshop on Open Access Scientific Databases (4 Hours).**  
Tabriz Islamic Art University (Tutor: HoseinAtefiMaleki), Tabriz – Iran

**2012 — Workshop on User Centred Design (8 Hours).**  
Tabriz Islamic Art University (Tutor: Dr BijanAryana), Tabriz – Iran

**2006 — Workshop on New Approaches to Teaching (16 Hours).**  
Institute for Research and Planning in Higher Education (IRPHE)(Tutor: Dr AzizollahMemariani), Tehran – Iran

**2004 — Workshop on Teaching Methods for Art and Architecture (16 Hours)**  
Institute for Research and Planning in Higher Education (IRPHE)(Tutor: Dr AzizollahMemariani), Tehran – Iran

**Other Activities:**

**2016 — Member of the Program Committee**  
7th International Conference on Design Computing and Cognition, Chicago - US.

**2015 — Development Manager**  
Industrial Design Innovation Hub, Tabriz Islamic Art University, Tabriz – Iran.

**2015 — University Liaison to Establish Aras Campus**  
Aras Free Zone, East Azarbayjan State– Iran.

**2014 — Member of the Program Committee**  
6th International Conference on Design Computing and Cognition, London - UK.

**2014 — University Liaison**  
First Tabriz High-Tech Exhibition, Tabriz – Iran.

**2013 —Exams Coordinator**  
Tabriz Islamic Art University, Tabriz – Iran.

**2013 — University Representative in Committee for Cognitive Sciences**  
The Iranian Ministry of Science and Technology, Tehran – Iran.

**2012 — Deputy Exams Coordinator**  
Tabriz Islamic Art University, Tabriz – Iran.

### 2012 — Member of the Program Committee

Third Iranian Students' Conference in Australia and New Zealand, Brisbane – Australia.

### 2012 — Member of the Program Committee

Fifth International Conference on Design Computing and Cognition, Texas - US.

### 2011 — Member of the Program Committee

Second Iranian Students' Conference in Australia and New Zealand, Melbourne – Australia.

### 2010 — Member of the Program Committee

First Iranian Students' Conference in Australia and New Zealand, Sydney - Australia.

## SKILLS

### Languages:

- Farsi Native
- English Fluent
- Turkish (Azeri) Fluent
- Arabic Familiar

### Software:

- Solidworks Teaching and Professional Experience
- Driveworks Teaching and Professional Experience
- CorelDraw Professional Experience
- Corel PhotoPaint Professional Experience
- Processing IDE Teaching and Professional Experience
- Rhino Grasshopper Teaching Experience

### Design Skills:

- Familiar with Prescriptive and Descriptive Models of Design Process
- Skilled in Different Idea Generation Tools and Methods in Industrial Design
- Experienced in Innovation Management and Product Development
- Skilled in CAD and Generative Computing Software Tools
- Knowledgeable in Mass Production Manufacturing Techniques
- Experienced in Rapid Prototyping and 3D Printing Tools and Methods