

## Mahshid Barani

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### Education:

- Art University of Tabriz, Tabriz, Iran, **Master of Arts (M.A.), Industrial Design**, 2009 – 2011,  
**GPA:** 18.28 out of 20  
**Thesis Title:** A Study on Effect of Applying User Experience Design (UX) on the Degree of Use of Urban Furniture & Space Vitality
- Art University of Tabriz, Tabriz, Iran, **Bachelor of Arts (B.A.), industrial design**, 2005 – 2008,  
**GPA:** 18.49 out of 20  
**Thesis Title:** Specific Research on Multifunctional Design in Urban Furniture (Bus Station)
- Art University of Tabriz, Tabriz, Iran, **Bachelor of Architecture (B.Arch.)**, 2006 – 2009,  
**GPA:** 17.14 out of 20

### Honors & Awards:

- Ranked 1st among M.A. Industrial Design Graduates of Tabriz Art University, February 2012.
- Ranked 1st among B.A. students of Industrial Design of Tabriz Art University, September 2008.
- Studying 2 bachelors of Industrial Design & Architecture at the same time (Special Situation for the Members of Exceptional Talents Organization) 2006.
- An “Exceptional Talents” student in both during Bachelor’s and Master Degree.
- The 7th degree of Industrial design Olympiad, Science ministry, Iran, June 2009.
- The First degree of the Best Student Researchers in Applying Arts Faculty, Dec 2010, Dec 2011.
- The 2nd Place in 6th of One Day Design Competition, Tehran, Iran, November 2011.
- 8 selected Industrial Design projects in Technology Achievements and Techmart, Science ministry, Tehran, Iran, Dec 2016.
- 3 selected Industrial Design projects in Technology Achievements and Techmart, Science ministry, Tehran, Iran, Dec 2017.

### Patents and Industrial Designs:

- Certificate of Industrial Design Registration, *Automatic trolley for drug delivery and dressing*, State Organization for Registration of Deeds and Properties Intellectual Property Center of Iran, Date & Registration Number: February/9/2015, ID-12115
- Certificate of Industrial Design Registration, *Wall Board*, State Organization for Registration of Deeds and Properties Intellectual Property Center of Iran, Date & Registration Number: February/9/2015, ID-11646

## Research Experiences:

Research Project (2018-2019): *Study and Design the Tourism Brand of Shiraz City*, Iran Cultural Heritage, Handcraft and Tourism Organization, Shiraz, Fars, Iran.

Papers:

- Barani, M. (2018), "*Revision of the Interior Design process based on Industrial Design Thinking*", International Design Conference-Interaction between Industrial Design & Interior Architecture, Alzahra University, Tehran, Iran.
- Sadeghpour, A., Barani, M. (2017) "*Review of the Designs and Concepts of the Mirror-work Designs in the Shrine of the Holy Shah-cheragh*", Imparted lecture in Shah-cheragh National Scientific Conference, Shiraz, Fars, Iran.
- Conference, Shiraz, Fars, Iran. Barani, M. (2017) "*Art Educating to children with Focus on Design and Construction Process*", 1<sup>st</sup> National Conference on Art Educating in Iran, Shiraz University, Fars, Iran
- Barani, M. (2016), "*Clarifying the Role of the Lighting Design on the Legibility of Public Art (Case Study: Shiraz Chamran Boulevard)*", 3<sup>rd</sup> Iran Lighting Design International Conference & Exhibition, Olympic Hotel, Tehran, Iran.
- Barani, M. (2016), "*A Study on Urban Furniture and Its Impact on Socialization the Urban Space for Women*", 1st International Conference on Women and Urban life, Milad Tower, Tehran, Iran.
- Barani, M., Honardar, R. (2016) "*A Study on the Role of UX Design Approach in Public Arts Toward Active Engagement between People and Environment (Case study: Urban Elements on Hafeziyeh Street)*", 2nd International Conference on Civil Engineering, Architecture, Urban Planning and Sustainable Environment, Istanbul, Turkey.
- Esnaashari, M. Barani, M. (2016) "*The effect of presenting innovative Art in mother's place in the society*", Imparted lecture in National Conference on the Status and Role of Mothers, Shiraz University, Fars, Iran.
- Asefi, M., Barani, M. (2014) "*A Proposal for An Interactive Architectural Design Approach Inspired by Industrial Design (DCC)*", Ciencia e Tecnica Vitivinicola - A Science and Technology ISI Indexed Journal (ISSN: 0254-0223), Vol. 29 (n. 9), pp. 72-87.
- Koleini Mamaghani, N., Barani, M. (2010) "*A Study on User Involvement in Design Development*", User Science and Engineering (i-User), CFP1087L-ART/978-1-4244-9049-3/2010 IEEE, pp. 273-277.
- Barani, M, Vahabi, A. (2012) "*A study on Transmutation Possibility of the Violent Vandalism into Subconscious Pleasure in Products with UX Approach*", The First National Conference of New Approaches in Industrial Design, Tabriz, Iran.
- Barani, M. (2012) "*Anthropomorphism Approach in Home Appliances Design & Effects of that on selection & Use*", The First National Conference on New Technologies in Home Appliances, Isfahan, Iran.
- Barani, M. (2012) "*Study on Effect of Urban Furniture & Elements for Elderly to Active Engagement in Urban Spaces with the Universal Design Approach*", the First National Conference of New Approaches in Industrial Design, Tabriz, Iran.
- Barani, M. (2012) "*The Applications of Environmental Graphics & Urban Furniture in Beautifying the City*", Imparted lecture in Research Conference, Azad University, Fars.
- Honardar, R. Barani, M. (2018) "*Increasing the Quality of Interior Design of the Hospitals for Lung Disease Considering Green Spaces in Architecture Designing*", Revue Francaise d'Allergologie Journal, Under revision.
- Sadeghpour, A., Barani, M. (2018) "*Analytical review of motifs and themes used in Gurakani Indian textiles*", Journal of Intercultural Studies, Under revision.

## Research Interests:

User Experience Design, Design Process, Public Space, Urban Elements, Architectural Design

## Work Experiences:

- Shiraz University of Art, **Faculty Member**, Lecturer of Architecture and Environmental Design Department, 2015 to present, Shiraz, Iran.
- Shiraz University of Art, **Manager of Entrepreneurship center and Industrial Relations**, 2017 to present, Shiraz, Iran.
- Shiraz University of Art, **Research Committee Member**, 2017 to present, Shiraz, Iran.
- Exir Industrial Design Group, **The member of Managers Committee and Designer**, 2010 to present, Shiraz, Iran.
- Organization of Beautification, **Design Counselor in Urban Furniture & Architecture**, 2011 to present, Shiraz & Darab, Iran.
- Islamic Azad University, Engineering Faculty, Architecture & civil Engineering Department, **Lecturer**, 2012 to 2015, Darab, Iran.
- Tabriz Art University, Industrial Design Department, **Teacher Assistant**, 2011-2012.
- **Designer** of Heater Design Project, Soozan Company Production, Tabriz, Iran.
- Internship (2) B.S.Degree, **Designer**, Mechanical Industry, Siemens Company (ITMC), Shiraz, Iran.
- Internship (1) B.S.Degree, Investigating about Production Process as a Designer, Omid Polyethylene Pipe Production, Fars, Iran.
- Drawing & Oil-Painting Teacher, since 2002 to 2010.

## Academic Teaching Experience:

- **Architectural Design**, Shiraz University of Art, B.A. of Restoration Architecture, 2018 to present.
- **Exhibition Principles**, Shiraz University of Art, B.A. of Museum, 2018 to present.
- **Visual Arts Foundation Studio**, Shiraz University of Art, B.A. of Interior Architecture, 2017 to present.
- **Human factors Engineering in setting environmental conditions**, Shiraz University of Art, B.A. of Interior Architecture, 2017 to present.
- **Architectural Drawing**, Shiraz University of Art, B.A. of Interior Architecture, 2017 to present.
- **Entrepreneurship Foundations**, Shiraz University of Art, B.A. of Interior Architecture & Museum, 2017 to present.
- **Material Cognition**, Shiraz University of Art, B.A. of Museum, 2017 to present.
- **Materials and Production Methods (2)-Metal**, Shiraz University of Art, B.A. of Interior Architecture, 2017.
- **Materials and Production Methods (1)-wood**, Shiraz University of Art, B.A. of Interior Architecture, 2016 to present.
- **Traditional Architecture**, Shiraz University of Art, B.A. of Interior Architecture, 2016.
- **Ergonomics and Anthropometry**, Shiraz University of Art, B.A. of Interior Architecture, 2015 to present.
- **Form and Space**, Shiraz University of Art, B.A. of Interior Architecture, 2015-2016.
- **Technical Drawing**, Shiraz University of Art, B.A. of Museum, 2015 to present.

- ***ID Studio 1 (Design Process)***, Tabriz Art University, B.Sc. of Industrial Design, 2011-2012.
- ***Fundamentals of Design***, Tabriz Art University, B.Sc. of Industrial Design, 2011-2012.
- ***Perspective and Rendering***, Tabriz Art University, B.Sc. of Industrial Design, 2011-2012.
- ***Technical Drawing (Engineering Graphics)***, Islamic Azad University, B.Sc. of Chemical & Polymer Engineering, 2012 to 2015.
- ***Architectural Theory***, Islamic Azad University, B.Sc. of Architecture, 2012-2015.
- ***Acquaintance with Theory of Architecture & Urbanism***, Islamic Azad University, B.Sc. of Civil Engineering, 2012-2015.
- ***Executive Drawing***, Islamic Azad University, Associate of Civil Engineering, 2012.
- ***Architectural Drawing***, Islamic Azad University, Associate of Architectural Engineering, 2013-2015.
- ***Regulating Environmental Conditions (Heating, Cooling, Lighting)***, Islamic Azad University, Associate of Architecture Engineering, 2013-2015.
- ***Technical Drawing***, Islamic Azad University, Associate of Architectural Engineering, 2013-2015.
- ***Architecture Practice (1), (2)***, Islamic Azad University, Associate of Architectural Engineering, 2013-2015.
- ***Architecture Design Studio***, Islamic Azad University, Associate of Architectural Engineering, 2013-2015.
- ***Principles of Wood Working***, Islamic Azad University, Associate of Civil Engineering, 2012-2013.

#### Certifications:

- Referee of articles and Scientific Committee Member, International Design Conference-Interaction between Industrial Design & Interior Architecture, Alzahra University, Tehran, Iran, 2018.
  - Referee for 28 projects, Annual Technology Achievements and Techmart, Science ministry, Tehran, Iran, 2016 & 2017.
  - Scientific Committee Member, 2018 Tokyo International Conference on Education and Learning August 22-24, 2018 at Waseda University, Tokyo, Japan.
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- Speaker, The Role of Industrial Design in Economic Progress Seminar, Fars Science & Technology Park, Shiraz, Iran.
  - Workshop Mentor, Branding based on Experience Design, 2th UX Conference, Shiraz University, Shiraz, Iran, 2016.
  - Speaker, Ergonomics in Handicrafts (work station & hand tools), Ergonomics Seminar, Shiraz Chamber of Commerce Industries Mines and Agriculture, Shiraz, Iran, 2016.
  - Course Trainer, Sketching in Interior Architecture and Furniture Design Workshop, Shiraz University of Art, License 22/94/1024, 16-17<sup>th</sup> of Nov, 2015.
  - Course Trainer, Traditional Geometric Art Workshop, Co-worker: Jean-Marc Castera -Detail designer of Masdar city (Architect: Norman Foster), Shiraz University of Art, License 10/95/1527, 1<sup>st</sup> -2<sup>nd</sup> of May, 2016.
  - Planning and Inventory Control Management, QA TECHNIC Germany, License STR-03-18, 3months, Feb 2012.

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Participating in:

- Professional Educational Workshop, The Engineering Organization of Fars Province - Iranian Architecture Center, July 2013.
- Design in Graphic, Professional Art Workshop by Stephan Bundi, Fars Province Department of Culture and Islamic Guidance, 2016.
- Design for Sustainable Development, Workshop by Dr. Javad Zafarmand, License 724/3, June 2012.
- The Business Approach in Design Ideas, Workshop by Dr. Alireza Feizbakhsh, License 724/4, June 2012.
- How Designers Think, Workshop by Dr. Hamid Nadimi, December 2011.

### Qualifications & skills:

Design Drawing and Sketching, Rendering, Digital Sketching, Modeling and the other Industrial Design related skills

- **Computer Skills:** 3D modeling and Rendering (Solid Works), Drawing (AutoCad), Adobe Photoshop, Digital Sketching (Corel Painter, Alias SketchBook pro), Microsoft Office (Word, Power Point and Excel)
- **Language Skills:** Persian: Native, English: Fluent in all skills of English  
IELTS Exam (2015): Overall score: +6.5

(Additional information will be available upon request)