



nazmirzaie@gmail.com | (412) 996-9686 | www.najmehmirzaie.com

Strategist | Researcher | Designer

A creative problem solver and passionate researcher and designer, with a multi-disciplinary background in industrial design, service design, and sustainability. With an extensive knowledge and passion in design research methodology and information communication, brings expertise in systems thinking, strategic planning, human experience mapping, and behavior change strategies. Committed to translating research finding into insights and meaningful experience through innovative and sustainable solutions. Demonstrated skills in broad design projects, such as consumer foundational knowledge, design thinking education, new product development, service design, concept testing, social innovation, brand strategy, and workshop planning and facilitation.

WORK EXPERIENCES

Essential Design | Senior Service Designer | June 2017 - Present

Plan and lead multi-disciplinary projects within a variety of industries. Develop proposals and protocols. Conduct qualitative and quantitative research. Facilitate co-creation workshops. Craft insightful and visually-rich conceptual deliverables. Mentoring and project management. Strategic problem solving, designing, prototyping, and implementing systems solutions.

Design Researcher and Service Designer | Essential Design | June 2014-17

Plan, conduct, and analyze design research using human centered methods and tools. Craft and deliver insightful stories through strategic and compelling visualizations, maps, and presentations. Plan and facilitate co-creation workshops. Design and implement service design solutions.

Design Research Intern | Essential Design | Nov.2013- May 2014

Responsible for developing protocols, data gathering and analysis, evaluating design concepts, media production, assembling deliverables.

Design Researcher and Social Innovation Intern | Fit Associates | Summer 2013

Involved planning and executing of design research and methods, story development, media production, facilitating public workshops.

Facilitator and Researcher | SCAD and frog design | Savannah, GA | Winter 2013

PUBLICATIONS

Mirzaie, N, Parlato, C., "Desirable Traits: Educating For An Evolving Service Design Practice", Touchpoint, Vol9., No.1, August 2017

Mirzaie, N., Design Research With Service Design Mindset, The 20th DMI: Academic Design Management Conference, July 2016

Mirzaie, N., Choopankareh, V., "Designing an Experience-Oriented Charity Center for Physically Disabled People", The International Journal of Design in Society, Volume 6, Issue 3, 2013

Mirzaie, N., Choopankareh, V., "Social Design Approach in Developing Countries' Design", Tarh va Namad, The Architecture, urban, and art Journal of Iran University of Science and Technology, Vol. 2, No., 2, Tehran, Iran, Fall 2010, In Farsi

Mirzaie, N., Choopankareh, V., "Studying Requirements Methods for Services Needs of Physical Disables at Charity Centers", International Association of Societies of Design Research (IASDR09), Seoul, South Korea, 2009

PRESENTATIONS AND FACILITATIONS

Presenter and Facilitator, BOSTON+acumen,"The Power of Design Thinking", "Storytelling for Social Impact", 2015, 2016, 2017

Presenter, Design Museum Mornings, "Design Research: A Rigorous Process", Boston, 2015

Facilitator, The 3rd College ThinkTank, Mass Challenge, Boston, 2014

Referee of an International Journal of Design Principles and Practices, 2012

EDUCATION

MA in Design for Sustainability | Savannah College of Art & Design | 2013 | GPA: 4.0/4.0

Course work focused on practicing sustainability (economic prosperity, ecological stewardship and social equality) in design thinking, strategic design research, human-centered design thinking, product and service design.

MA in Industrial Design | University of Tehran | 2009 | GPA: 3.6/4.0

Course work in product design, service design, and design research.

BFA in Industrial Design | Islamic Azad University | 2006 | GPA: 3.6/4.0

SKILLS

DESIGN:

Design Research, Service Design
Human-centred and Participatory Research
Research planning & design methodology
Ethnography
Systems thinking and strategic planning
Creative facilitation
System thinking and insight generation
Scenario-building & storytelling
Sketching & prototyping
Information communication
Brand strategy
Behavior change
Social innovation

SOFTWARE:

Adobe Creative Suite (InDesign, Photoshop, Illustrator, & Premier)
Microsoft Office Suite

LANGUAGE:

Farsi (native), English (fluent)