

Marzieh Allahdadi

Member of academic board, Department of Industrial Design School of Art, Alzahra University, Tehran, Iran.

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EDUCATION & QUALIFICATIONS

2020-2024

Phd Candidate Industrial Design, Tehran University, Tehran, Iran.

2007-2009

MSc Industrial Design, Amirkabir University, Tehran, Iran.

Thesis: Cabin Design of Personal Rapid Transport

2003-2007

BA (Hons) Industrial Design, Alzahra University, Tehran, Iran.

Thesis: Design of Street Barriers

WORK EXPERIENCE

2007- 2010

Deputy of Financial and administrative of Omid Shayestegan School of Art.

2011- 2015

Member of the Board of Directors of Arena Company.

2011- Present

Faculty Member of Industrial Design Department, Alzahra University.

2009- Present

Freelance Designer and Consultant, Product Design, Interior Design, Interaction Design, Graphic Design

MODULES COVERED

Alzahra University: 5 Projects of Industrial Design including: 1 (Designing Process), 4(Creativity Techniques), 5(Environmental Design), 7 (Furniture Design), 9 (Work Integrated learning/ Collaboration with Industries), Geometry 1, Islamic Art & Civilization, Technical Design 1-Strength of Materials, Introduction to New Science, Traditional Design and Construction of Products.

Tehran University of Art: Projects of 5 (Environmental Design)

Azad University: Technical Design 1-Strength of Materials, 1 (Designing Process)

CO-TEACHING RECORD WITH INTERNATIONAL PROFESSORS

- Alzahra University: Joint teaching of Industrial Design project 7 (Furniture Design) with Professor Stefano Follesa, Faculty Member of Architecture & Interior Design Department, Florence University, Italy, 2017-2018
 - Joint teaching of Industrial Design project 5 (Environmental Design) with M. Greta Cicirello, Professor at the University of Florence University, Italy, 2017.
 - Joint teaching of Industrial Design Project 4 (Creativity Design) and Introduction to New Sciences with Dr. Peian Yao, Faculty member of Industrial Design Department, Science, Technology and Marketing University, China, 2018
 - Joint teaching of Industrial Design Project 4 (Creativity Design) with Dr.Ozan Souipak, Faculty member of Industrial Design Department, Osaman Korkat University of Art, Turkey, 2019.
 - Joint teaching of Industrial Design Project 7 (Furniture Design) with Dr. Ilayda Souipak, Faculty member of Interior Design Department, Duzce University, Turkey, 2019.
 - Joint teaching of Industrial Design Project 5 (Environmental Design) with Prof. Andreas Sicklinger, Faculty member of Industrial Design Department, Bologna University, Italy, 2020.
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POSITIONS

- 2019- 2022, Europe and American Secretariat Task Force, Alzahra University, Tehran, Iran.
- 2015- 2020, Head of department of Industrial Design, School of Art, Alzahra University, Tehran, Iran
- 2019, Deputy of Research & Executive, School of Art, Alzahra University.
- 2018, Executive Director of Graphic and Painting Journal.
- 2015, Secretary of the Handicrafts Association of Iran, Alzahra University.
- 2019-2020, Member, Alzahra University Committee on Entrepreneurship and Innovation.
- 2015- 2020, Member, School of Art Committee on Education.
- 2015- 2019, Member, School of Art Committee on Research.
- 2015- 2017, Member, School of Art Committee on Strategic Council.
- 2011- 2015, Member, School of Art Committee on Educational Planning Council.
- 2012. 2014. 2018. 2019, Consultant Professor of Industrial Design Student Scientific Association

HOLDING CONFERENCES, SEMINARS, WORKSHOPS

- 2022, Executive Secretary of 11th Fajr International Fashion & Clothing Festival.
 - 2022, Executive Secretary of the International Conference on Strategic research on "Iranian clothing" and "Islamic Mode".
 - 2020, Executive Secretary of the International Conference on Design Management (Urban design & Furniture Design).
 - 2019, Member of the Policy Council of the Regional Exhibition Festival of the abilities of female students in the field of fashion, clothing and handicrafts.
 - 2018, Executive Secretary of the 2th International conference on Design (Architecture, Interior Design, Industrial Design).
 - 2017, Executive Secretary of the 1th International Conference on Design (Interaction between Interior Design & Industrial Design).
 - 2017, Executive Secretary of the International Festival On Genasi Design.
 - 2015, Executive Secretary of the International Conference on Packaging, Handicrafts, Sustainable Design.
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PATENT

- 2016, Allahdadi, Marzieh, Baghaei, Hana, Smart Flower Pot for automatic irrigation, Real Estate Registration Organization of Iran, Tehran
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PUBLICATIONS Journal

- Allahdadi, Marzieh, Ramezani, Marzieh, (2020), Efficacy of Consumer Oriented Design Interventions in Products Design (Design of Drug Container for the Elderly Using Kansei Engineering), Honar-ha-ye- ziba Honar-ha-ye Tajassomi Journal, Vol 24, No 4. [in Persian]
- Allahdadi, Marzieh, Nejati, Bahareh, Birghiyan, Paria, (2020), A study of the historical course of the toys of the ancient Iranian civilization, Iranian Scientific Association of visual Arts Journal, No 8. [in Persian]
- Allahdadi, Mazieh, Ramezani, Marzieh, (2020), Reflection of Users Interactions in the Design of Drug Container for the Elderly Using Kansei Engineering, Journal of Visual & Applied Arts, Vol 12, No 25. [in Persian]
- Bahram por givi, Sara, Allahdadi, Marzieh, Amrai, Babak, (2018), Investigating the effective factors in designing routing for the blind (Case study: public buildings), Journal of Glory of Art (Jelve-ye-honar). [in Persian]
- Allahdadi, Marzieh, (2017), Consumer perception of food packaging with an environmentally sustainable development approach, Scientific Quarterly Journal of Packaging Science and Technology. [in Persian]

PUBLICATIONS Journal

- Farzam, Rozita, Allahdadi, Marzieh,(2018), Developing a Framework for designing educational aids through games method in order to facilitate teaching mathematics for elementary students, Revista romaneasca pentru educatie multidimensionala Journal.
- Allahdadi, Marzieh, (2017), Smart Packaging Technology with Culture-Glasses, Journal of Engineering and Applied Sciences,
- Allahdadi, Marzieh, (2017), Explaining the criteria of designing urban furniture and landscape, with a cultural-social design approach, Journal of History Culture and Art Research.
- Dianat, Fereshteh, Allahdadi, Marzieh, (2016), The study of image role in the design of advertising billboards, International Journal of Social Sciences and Humanities Research.

PUBLICATIONS Conference

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- Lotfi, Sahra, Allahdadi, Marzieh, (2020), Development of neighborhood sustainability in the direction of urban management, International Conference on Design Management (Urban Design), Tehran, Iran.
 - Allahdadi, Marzieh, (2020), Investigating design promotion strategies in companies, International Conference on Design Management (Urban Design), Tehran, Iran.
 - Allahdadi, Marzieh, (2020), SIM: Innovation in design management, influence and challenges of implementation, International Conference on Design Management (Urban Design), Tehran, Iran.
 - Allahdadi, Marzieh, (2019), Interaction of the environment with human behavioral needs in Interior design, International Conference On Design (Architecture, Interior design, Industrial design), Tehran.
 - Allahdadi, Marzieh, (2019), Entrepreneurship: Its Role in Realizing Economic Sustainability, International Conference On Design (Architecture, Interior design, Industrial design), Tehran.
 - Faraji, Ali, Allahdadi, Marzieh, (2018), Interaction and Cabin Design of Personal Rapid Transit (PRT) System, 1th International Conference On Civil, Architecture & Municipal Engineering, Tehran.
 - Kateb, Fatemeh, Allahdadi, Marzieh, (2018), Design Thinking: Its Power in designing Better, International Conference On Marketing and Design: Intersection and Challenges, Faro.
 - Allahdadi, Marzieh, Hashemi, Mehran, Hajivand, Khadijeh, (2018), Assessing the Satisfaction of Dermatologists with examination equipment, International Conference On Marketing and Design: Intersection and Challenges, Faro.
 - Ghaem maghamiyan, aliyeh, Allahdadi, Marzieh, (2018), Application for Design Thinking in Modern Marketing, International Conference On Marketing and Design: Intersection and Challenges, Faro.

PUBLICATIONS Conference

- Honarbakhsh, Farzaneh, (2018), The role of Aesthetics in Achieving Biological, International Conference On Design (Interaction Between Industrial design and Interior Design), Tehran.
- Allahdadi, Marzieh, Gholipor, Mahsa, Farzam, Rozita, (2018), Furniture design: Its impact on lifestyle, International Conference On Design (Interaction Between Industrial design and Interior Design), Tehran.
- Allahdadi, Marzieh, Shokri, Parvin, (2018), Interior design of the store and Its role in increasing customer satisfaction (case study: dorsa bag stores and shoes), International Conference On Design (Interaction Between Industrial design and Interior Design), Tehran.
- Allahdadi, Marzieh, (2018), Effectiveness of Urban Furniture Designing to Enhance Social Interaction, International Conference On Design (Interaction Between Industrial design and Interior Design), Tehran.
- Allahdadi, Marzieh, (2016), designing for disabled people: removing barriers faced by disabled people in urban equipment and furniture, International Culture, Art and Islamic Architecture Conference, Kish.
- Allahdadi, Marzieh, Alizadeh, Reza, (2016), Culture: Its role in product design, International Conference on Innovation and Research in the Arts and Humanities, Istanbul.
- Allahdadi, Marzieh, Dianat, Fereshteh, (2016), Exploring the concepts of need in interior design, International Conference on Innovation and Research in the Arts and Humanities, Istanbul.
- Allahdadi, Marzieh, Honarbakhsh, Farzaneh, (2015), Investigation and analysis creative techniques in industrial design, International conference on Engineering, Arts Management and Environmental, Poland.
- Allahdadi, Marzieh, (2014), Review and analysis of common aspects of interior architecture and industrial design, 4th National Conference on Interior Architecture and Decoration, Isfahan. [in Persian]
- Honarbakhsh, Farzaneh, Allahdadi, Marzieh, (2014), Study of furniture design indicators with export development approach, 7th Conference on Furniture, Design, Art and Decoration, Tehran. [in Persian]
- Allahdadi, Marzieh, Honarbakhsh, Farzaneh, (2013), Investigating the role of visual elements in interior design, Third National Conference on Interior Architecture and Decoration, Tehran. [in Persian]
- Faraji, Ali, Allahdadi, Marzieh, (2012), Personal Rapid Transportation System (PRT): Sustainable Development System, National Conference on Commercialization, National Development and Engineering Sciences, Mazandaran. [in Persian]
- Allahdadi, Marzieh, Kivan, Mahla, (2012), A Study of Cultural Trends Affecting Success in Furniture Design (Case Study of the Middle Class of Iranian Society), 6th World Conference on Furniture, Design, Art and Decoration, Tehran. [in Persian]

PUBLICATIONS BOOK

- Yousefi, Mostafa, Allahdadi, Marzieh (2021), Design management in the production process, Hamedani Publications, Iran. ISSN: 978-622-98097-3-0
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PRESENTATIONS

- 2020, The Design Thinking Process Applied to Covid -19, Keynote speakers at Pending Living conference, Florence University, Florence, Italy.
 - 2014, Investigation and Analysis Creative Techniques in Industrial Design, International conference on Engineering, Arts, Management and Environment, Szczecin, Poland.
 - 2014, Research method in Industrial Design, Alzahra University, Tehran, Iran.
 - 2013, Workshop on Familiarities with Team-working, Alzahra University, Tehran, Iran.
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AWARDS

- 2019, Top Professor of Industrial Design Group, Alzahra University.
 - 2018, Honorable Mention, International Conference on Design (Architecture, Interior Design, Industrial Design), Alzahra University, Tehran, Iran.
 - 2016, Honorable Mention, IDA Design Award, Los Angeles, USA.
 - 2010, Honorable Mention, Conference on Urban Design & Environmental Graphic, Isfahan, Iran.
 - 2009, Top Researcher, The first conference on industrial design innovations and natural disasters. Tehran University, Tehran, Iran.
 - 2008, Top Student of the Amirkabir University.
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DISTINGUISHED ACTIVITIES

- 2019- Present, Reviewer in Journal of Graphic Arts & Painting
- 2018- Present, Patent arbitrator of Iran Scientific and Industrial Research Organization.
- 2017- Present, Member of IRAN Society of Packaging Science and Technology.
- 2017- Present, Member of Iranian Scientific Association of Visual Arts.
- 2015- Present, Reviewer in Journal of Jelveh-Honar
- 2015, Reviewer in International Conference on Sustainable City Architecture and Culture.
- 2014, Reviewer in Lighting equipment design workshop based on two
- Original Japanese and Iranian traditions.