



February 1983  
Tehran, Iran  
Iranian

## Interests

Design Research  
Human-centered Design  
Design Education

## Contact

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## Website

www.huvaluetool.com

# SHADI KHEIRANDISH

Design Researcher and Educator

## Highlights

- Experience in teaching and coaching design students
- Strong problem solving skills, a combination of creative thinking and analytical skills
- Operational knowledge of managing all phases of design project including analysing, conceptualising, designing, prototyping and evaluating
- Experience in conducting theoretical, empirical and experimental studies
- Experience in both quantitative and qualitative data analysis on data gathered from focus groups, one-on-one interviews, and surveys
- Ability to develop detailed test and experiment plans, creating required materials and tools

## Work Experience

- 2020 - NOW **Lecturer**  
Alzahra University,  
School of Art, Industrial Design Department
- 2013 - 2020 **Researcher**  
Eindhoven University of Technology,  
Industrial Design Department
- 2010 - 2011 **Instructor**  
Teaching Applied Mathematics for the students of Industrial Design  
University of Art – Tehran  
Industrial Design Department
- 2007 - 2009 **Project Manager**  
Tehran Urban & Suburban Subways Parts Identification  
Kavoshyaran Engineering Company  
(Electrical & Electronic Consultant of Tehran Urban & Suburban Railway Operation Co.)
- 2005 - 2006 **Industrial Designer**  
Kavoshyaran Engineering Company  
(Electrical & Electronic Consultant of Tehran Urban & Suburban Railway Operation Co.)

## Education

- 2013 - 2018 **PhD**  
Eindhoven University of Technology,  
Industrial Design Department
- 2005 - 2008 **Master's Degree in Industrial Design**  
University of Art- Tehran, Faculty of Applied Arts  
Achieving the First Rank with a G.P.A. of 18.26 out of 20
- 2001 - 2005 **Bachelor's Degree in Industrial Design**  
University of Art- Tehran, Faculty of Applied Arts  
Achieving the First Rank with a G.P.A. of 18.27 out of 20

## Skills

Creative idea generating  
& concept design  
Prototyping & model making  
User research, data collecting  
& data analysis  
Operating various software

## Strengths

Analytical & critical thinker  
Good at detailed tasks  
Consistent & persevering in  
achieving goals  
Creative &  
flexible in finding solutions  
Strong in interpersonal  
communications & teamwork  
Honest & trustworthy  
Patient & hard worker  
Friendly & good attitude  
Be able to meet deadlines  
Disciplined &  
good at self-management  
Curious, puzzle lover  
Fast learner  
Keen to learn

## Software

Microsoft Office  
Adobe Photoshop  
CorelDRAW  
SolidWorks  
SPSS

## Languages

English- Proficient  
Dutch- Elementary  
Arabic- Elementary  
Farsi- Native

## Hobbies

Theater  
Painting  
Decoration  
Travelling

## Publication

### PhD Thesis

Kheirandish, S. (2018). *HuValue – A tool to enrich design concepts with human values*. Eindhoven, The Netherlands: (Doctoral Dissertation), Eindhoven University of Technology.

### Journals

Kheirandish, S., Funk, M., Wensveen, S., Verkerk, M., & Rauterberg, M. (2019). HuValue: A tool to support design students in considering human values in their design. *International Journal of Technology and Design Education*, 1–27, <https://doi.org/10.1007/s10798-019-09527-3>.

Kheirandish, S., Funk, M., Wensveen, S., Verkerk, M., & Rauterberg, M. (In Press). A comprehensive value framework for design. *Technology in Society*. 62, <https://doi.org/10.1016/j.techsoc.2020.101302>

Kheirandish, S. & Rauterberg, M. (Manuscript draft). The impact of design education on students' attitudes towards different competencies. *International Journal of Technology and Design Education*.

### Conferences

Kheirandish, S. & Rauterberg, M. (2020). How to utilize the HuValue tool for daily life product design? *Accepted in 22nd International Conference on Human-Computer Interaction (HCI2020)*. Copenhagen, Denmark.

Kheirandish, S., Funk, M., Wensveen, S., Verkerk, M., & Rauterberg, M. (2019). HuValue: A toolkit to facilitate considering various human values in a design process. *Proceedings of 11th International Conference on Design and Semantics of Form and Movement (DeSForM 2019)*, Massachusetts Institute of Technology (USA).

Kheirandish, S. & Rauterberg, M. (2018). Human value based game design. *In Proceedings of 2nd National and 1st International Digital Games Research Conference: Trends, Technologies, and Applications (DGRC)* (pp. 6-16). Tehran, Iran: IEEE.

Kheirandish, S. (2018). HuValue: A tool to enrich design concepts with human values. *Poster presented in the Design Management Academy Collective (Professional Development Workshop 2018)*. RMIT Europe, Barcelona, Spain.

Kheirandish, S. (2015). Tracking spirituality in human values research over the last century. *Poster presented in the International Convention of Psychological Science (ICPS)*. Amsterdam, The Netherlands.

## Honors and Awards

2018	Obtaining the "Best Paper Award" in Digital Games Research Conference DGRC2018
2013	Obtaining a Scholarship from the Iranian Ministry of Science, Research and Technology to do a PhD abroad
2009	Obtaining the "Research Week Award" for the best thesis in Industrial Design from the University of Art, Tehran
2008	Achieving the First Rank in Master's Degree Program in Industrial Design
2008	Obtaining the First Rank in MA Thesis
2005	Master's Degree Admission (without passing nationwide university entrance examination)
2005	Achieving the First Rank in the Bachelor's Degree Program in Industrial Design
2001	Obtaining the 4th National Rank in Nationwide University Entrance Examination