

MY WORKS

2016 /

Present

Sheida Azizollahi

“Art is
the highest
form of
hope.”

Resume

Sheida Azizollahi

An industrial designer with a penchant for design in order to respond to the people's needs and also focused on developing clear ideas that would evolve into user-centric, thoughtful, honest and functional solutions with minimalistic design. Not only interested in the design, but also in the process of production.

Email : sheida.azizollahi@gmail.com

Tel: : +98 937 627 95 99

website : sheidaazizollahi.com

www.linkedin.com/in/sheida-azizollahi-61719a6b/



EDUCATION

2011–2016 Bachelor of Industrial Design
Islamic Azad University, Central Tehran Branch, Iran

WORK EXPERIENCE

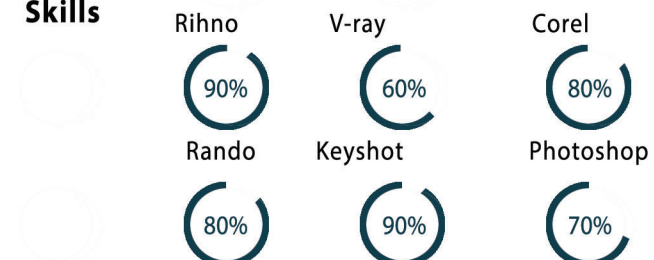
2017 / Present **Furniture Designer at Larindar Co.**

Designing wide range of furniture (chairs, sofas, dinning sets, coffee tables...) based on a brand strategy to benefit the brand and address to unique needs of the company. Meet weekly with design team to provide high-level status of projects and discuss general issues. Research and develop seasonal trends, themes, concepts, color, fabric and styling and product form function and manufacturing processes. Review furniture dealer quotes for projects and ensure consistency with specifications and client standards. An innate sense for relevant, current and commercial design.

2017 / Present **Marketing Employee at Larindar Co.**

Responsibilities included social media management, producing contents for company's website and social media channels and catalogs, implement graphic projects for advertising such as billboards, banners, exhibition brochures. I collaborate with the senior marketing manager trying to find the best ways to improve the company brand awareness, market research on new and best-selling products and client's new trends on products and also participation in exhibitions.

Skills



LANGUAGES

Persian
Mother tongue

English
Advanced

AWARDS

IF design talent award 2017 winner

For a project named "each devastated cities" for ruined areas to help them rebuilding their houses and places from waste.

IF design talent award 2017 Nominated

For three projects which were lightings based on a specific culture.

HOBBIES

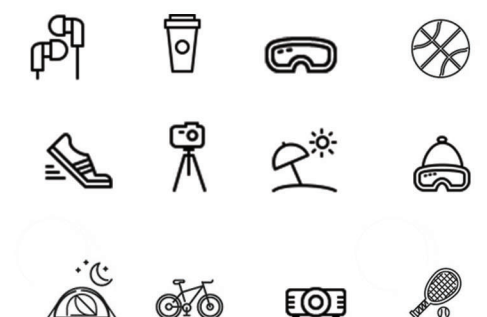


TABLE OF CONTENT

1 P1 ACADEMIC
WORKS

2 P7 PROFESSIONAL
WORKS

3 P13 PHOTOGRAPHY

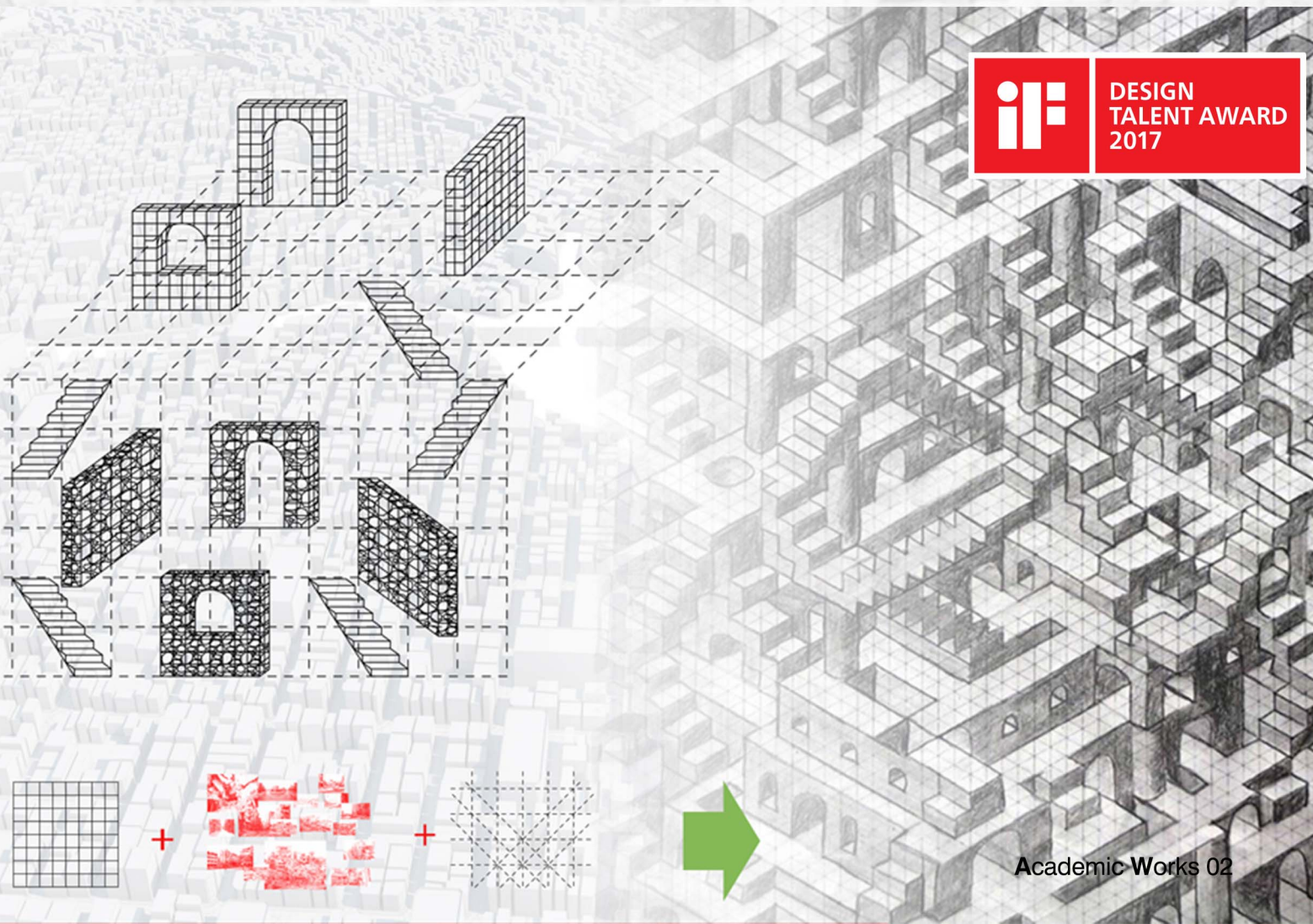
Academic
Works

[Each devastated cities]

Winner of IF DESIGN TALENT AWARD 2017 under the topic " Public Value: Help & Support- Helping people help themselves"

After some destructive events like earthquakes and wars, there will be destroyed areas and a vast volume of debris and trashes. Some of them are recyclable and others are not. This project tries to use trashes which are non-recyclable and also harmful for the environment, especially for countries that were destroyed in wars or with natural disasters. In details; as it is shown; we use these harmful trashes to omit their distractive consequences for environment by putting these metal fences on their suitable places according to the city plan, which is inspired by local architecture of Syria and its neighboring countries, and then filling them with non-recyclable trashes of destroyed buildings (concrete, cement ...).

This inexpensive idea is ideal for war-torn or damaged countries who are not wealthy enough to build their city again.



[Tiny Table]

The nominated concept for the **IF DESIGN TALENT AWARD 2017** under the topic HAIER DESIGN PRIZE by IF (displayed on ifworldddesignguide.com)

This project was so exciting challenge about offering solutions for reusing non-recyclable material and wastes.

Followed by that strategy, reusing, recycling and reinventing recyclable materials has become challenging and necessary subject to protect the environment.

This dining table indoors and outdoors adapts to the need for recyclable and environmentally conscious furniture. Besides, it occupies little space, so it can easily fit any spaces especially low ones.



"Tiny Table" with recycled plastic chairs (PP and PE) combined with metal and stone on table surface, is an effort to employ waste material in new and sustainable ways through innovation and design without neglecting the high expectations on aesthetics, haptics and functionality.



[Sama light]



The nominated concept for the **IF DESIGN TALENT AWARD 2017** under the topic HAIER DESIGN PRIZE by IF (displayed on ifworlddesignguide.com)

The Sama represent a mystical journey of man's spiritual ascent through mind and love to perfection. Sama is a means of meditating on God through focusing on melodies and dancing. It brings out a person's love of God, purifies the soul, and is a way of finding God.

This lighting is inspired by this Persian ritual dance that connects people directly to God, who is the source of everything in universe.

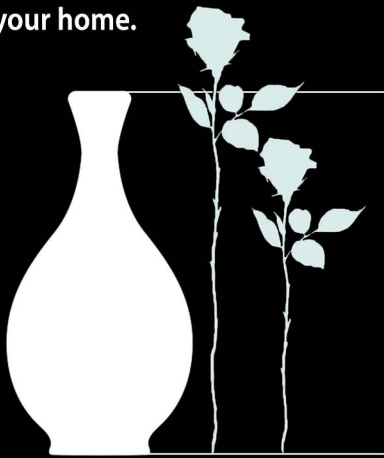
The wavy plate; at the bottom of this light; is based on dancer's skirt which is connected to light bulb with some metal wires. The light bulb refers to God who is the aim of this dance.



[Nice vase]

Applying function even to the smallest and simplest pieces of stuff makes them more popular and more attractive.

So do not worry about your short flowers. Bring a garden to your home.



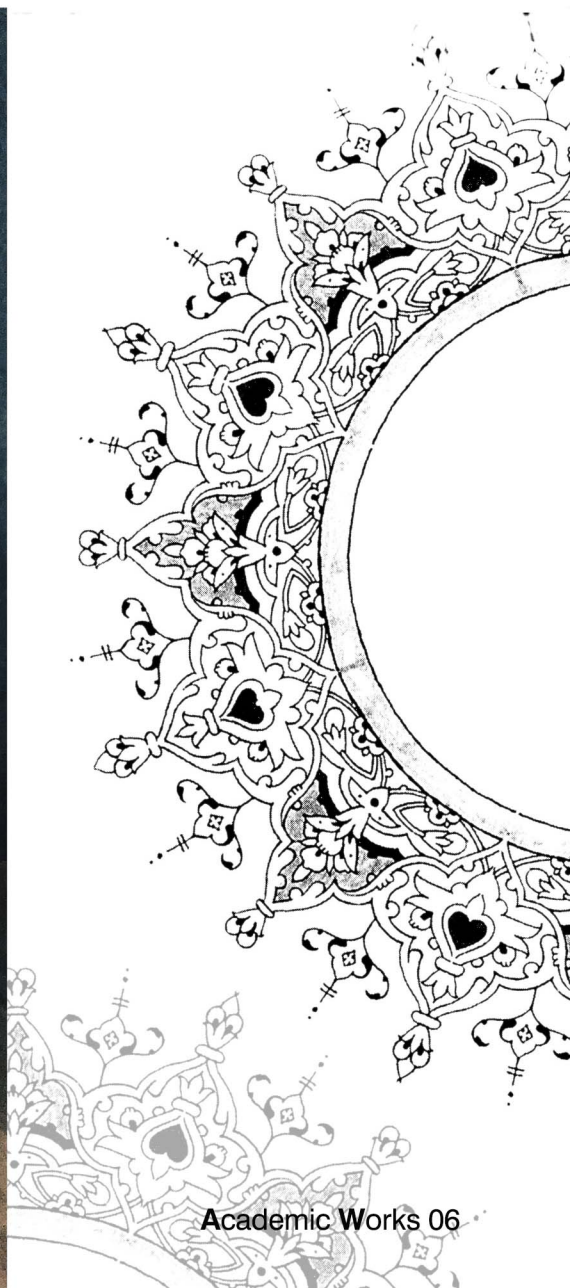
[Foliage]

The nominated concept for the IF DESIGN TALENT AWARD 2017 under the topic HAIER DESIGN PRIZE by IF (displayed on ifworlddesignguide.com)

Arabesque; one of the main patterns in Iranian decorative arts; is a form of artistic decoration consisting of surface decorations based on rhythmic linear patterns of scrolling and interlacing foliage, tendrils or plain lines, often combined with other elements.

It has been designed for IF design competition for a specific topic. (Design based on your own culture).

Create a pleasant and quiet atmosphere for relaxing, reading and all delightful activities.



Professional
Works

[Charging station]

Side view

Charging stand for electronic devices is an exclusive design for Mehrabad international airport in Tehran as a promotional product by a furniture manufacturer company.

This product has been designed aiming to modernize airport transit lounge and also providing the welfare of the passengers.

The form and the structure of this stand is based on some important tips such as reasonable cost of production, occupy low spaces, aesthetic, the limitation of applicable materials, targeted advertising by using photos and also LCD on this stand, fast charging for the maximum number of devices in different sizes and types (mobiles, tablets ...).

Considering some important points such as vandalism were vital during the design process to decrease after-sales services for the master company.



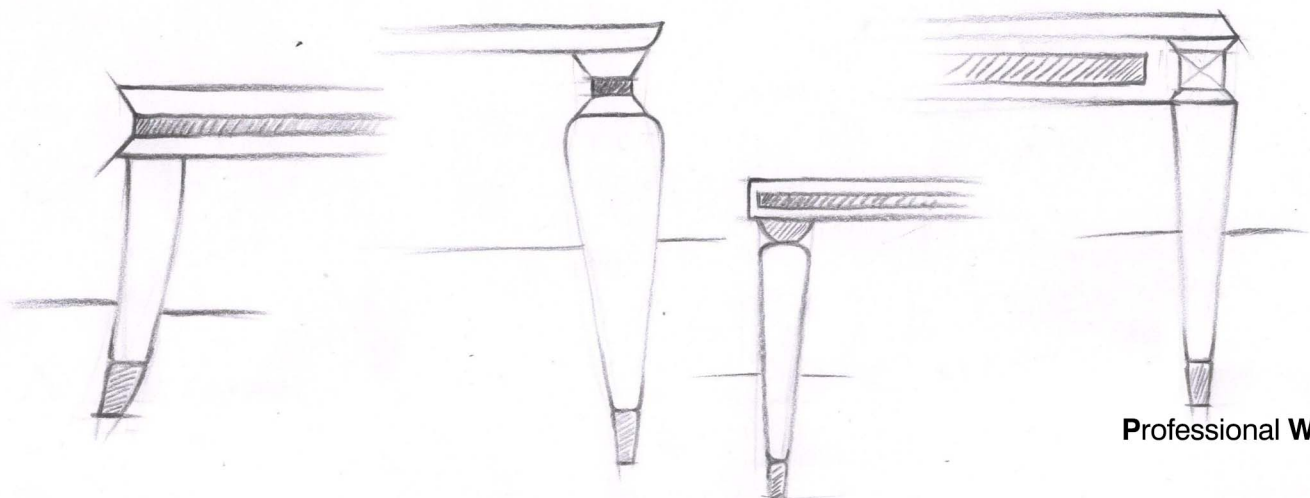


This product was purchased by Isfahan and Kish international airport and Raziye hospital in Kerman after presentation in Mehrabad airport.

[Elize]

Larindar - 2018

Defining intended clients, analyzing them and design based on their needs and demands are some of the most significant design skills. This coffee table and end table has been designed as a luxury and expensive furniture for its specific clients. Its form, color combination and material integration all are according to the style of targeted people in a specific region.



[Highlight]

Larindar - 2018

With adjustable headrest; this sofa combines great proportions with sense of refinement to highlight better comfort.

Minimal details create aesthetic and special spaces.

This project aimed to manufacture an economic modern and comfortable sofa.

Use the least amount of materials, fast production process, appropriate cost of final product, mass production capability are the most significant and considerable factors for an economic design that is often realized by a simple form.

The purpose was to consider all these factors without ignoring beauty.



[Glory]

Larindar - 2018

It is design to fit into any spaces. The intention was to compose the most harmonious sculptural form in a chair with simple, eye-catching and striking shapes without any additional decorations to underscore the concept of function.

Welcomes you into a deep and cozy embrace.







Iran - 2018



Thank You