

## PERSONAL INFORMATION

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## INTRODUCTION

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I am an interdisciplinary artist with an engineering mindset, skilled in creative problem-solving and ideation. My education in applied chemistry, MBA in fashion design, combined with professional experience across industries like automotive, wearable technologies, and startups, enables me to turn abstract ideas into tangible outcomes. I aim to create solutions that enhance human connections and drive societal progress. Currently, I am preparing to pursue my proposed PhD research, ROSU, which integrates philosophy, art, and technology to develop interactive and cognitive multi-modal experiences.

## EDUCATION

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### **Jul 2022 - Sep 2024 | Master of Business Administration in Fashion Design**

MASA Fashion design Academy, Shiraz University, Iran, Grade: **100%**

**Thesis:** Istanbul Surrealism: The Paradoxes of an Ever-Evolving City

**Advisor:** Dr. Mahsa Mir Sadeghi

### **Sep 2004 - Sep 2008 | Bachelor of Science in Applied Chemistry**

Azad University (Qaemshahr branch), Iran, Grade: **13.86 out of 20**

## PROJECTS & SKILLS

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### **Jun 2024 | Istanbul Surrealism: The Paradoxes of an Ever-Evolving City | master's Thesis**

**Description:** Explored Istanbul through five perspectives; culture, architecture, history, music, and tradition vs. Modernity and designed a collection inspired by their symbolic elements.

**Outcome:** The project was praised by professors for its innovation and conceptual originality.

**Used Skills:**

- **Visualizing** findings using **Generative AI** tools like **DALL-E**.
- Integrated thin wood and metals into fashion design through **conceptual design**, blending musical instruments and **wearable gadgets** to create a **fusion of fashion and technology**.
- **Video Production and Editing** using the **InShot** application.

### **Feb 2024 | Conceptual design inspired by loneliness | master's Student Assignment**

**Description:** transforming this abstract idea into tangible creations that convey deep emotions and meaningful messages.

**Outcome:** This project was recognized as an exemplary work by professors and selected as a teaching model for other students.

**Used Skills:**

- This project taught me to visualize abstract concepts tangibly and **communicate emotions** and messages through **conceptual design** and **visual communication**.

### **Nov 2023 | ROSU Brand Story | master's Student Assignment**

**Description:** Developed the brand story for ROSU, a concept intertwining the contrasting personas of a **Rocker** and a **Sufi**. The project aimed to create a narrative that not only reflects the brand's

core philosophy but also establishes a deep connection with the **target audience** by emphasizing cultural and emotional contrasts.

**Used Skills:**

- Mastered the art of **storytelling** and **narrative structuring**, including an impactful introduction, a cohesive body, and a compelling conclusion.
- Developed skills in **brand strategy** and storytelling by aligning the brand's mission, vision, and core values with its narrative.
- Developed expertise in **brand identity development** by leveraging cultural and emotional elements.

**Jan 2023–Present | EXOSYS Startup | Team leader**

**Description:** The EXOSYS detector, developed by the EXOSYS startup team, is a **multi-sensor system** that uses **data fusion** and **AI-driven technology** to identify and interpret critical information.

**Outcome:** EXOSYS was accepted to participate in two entrepreneurship sessions at BTM, the incubator of Istanbul Ticaret University and the Istanbul Chamber of Commerce, in 2023–2024.

**Used Skills:**

- Our team utilized **3D printing**, **material selection**, and hardware design to create durable, **aesthetically innovative** EXOSYS Cores for harsh environments and sensor compatibility.
- Utilized **multilingual communication** and **team collaboration** to work with different teams and organizations in English, Persian, and Turkish.

## **JOB EXPERIENCE**

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**Jul 2018-Present | EXSIM ELEKTRIK YAZILIM | Company Founder & CEO |Istanbul-Turkey**

**About Company:** Innovative design and development of electronic and mechanical hardware, software, and wearable devices for geophysics, focused on data detection, visualization, and AI-driven analysis.

**What I Learned:** Thrived in international **startup ecosystems**, developed **creative solutions**, and enhanced **strategic adaptability**.

**Aug 2015 - Jul 2018 | C.Z.S Company | Global Trade Manager |Tehran-Iran**

**About Company:** Innovatively designed and developed embedded systems, geomagnetic devices, metal detectors, and subsurface data solutions, including hardware, software, and firmware.

**What I Learned:** Effectively managed crises by devising **strategic plans** and **solving complex problems** to secure raw materials under challenging conditions.

**Jan 2013 - Jan 2015 | RAK Ceramics | Global Trade Manager | Tehran-Iran**

**About Company:** RAK Ceramics is one of the largest ceramics brands in the world.

**What I Learned:** Facilitated cross-cultural communication between Arabic-speaking executives, English-speaking managers from India, and Persian-speaking staff, implementing methods to ensure accuracy and minimize errors.

**Dec 2011 – Jan 2013 | Aida Plastik | Domestic Trade Manager | Tehran-Iran**

**About Company:** Manufacturer of disposable plastic products.

**What I Learned:** Developed **supply chain management** skills by procuring high-quality raw materials from refineries via **stock exchange** systems and aligning them with the factory's specific needs.

**Jun 2008 –Nov 2011 | IKCO (Iran Khodro) | International Trade Specialist | Tehran-Iran**

**About Company:** Iran Khodro is the largest car manufacturer in the Middle East.

**What I Learned:** Gained valuable experience working in *large industrial environments*, understanding the importance of processes like *5S* and *time management* in industrial settings. Learned to align my work with defined procedures and synchronize effectively within *structured systems*.

## HONORS & AWARDS

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**Jan 2023 – Feb 2024 | Istanbul Ticaret University. & Istanbul Chamber of Commerce Incubator (BTM) | EXOSYS Startup Team leader & Entrepreneur | Istanbul-Turkey**

**Description:** Selected by the jury to participate in two sessions of the incubation program after presenting our startup project (EXOSYS).

## PROFESSIONAL DEVELOPMENT

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**Mar 2011 | International Trade Certificate | by Tehran Chamber of Commerce | Tehran-Iran**

**What I Learned:** Proficient in formal *business communication*, international *trade processes*, including *ordering, purchasing, payment, customs clearance*, and application of *Incoterms*.

## GRANT FUNDING AND SUPPORTS

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**Jan 2023 - Feb 2024 | Istanbul Ticaret Uni. & Istanbul Chamber of Commerce Incubator (BTM) | Istanbul-Turkey**

**Type of support:** Provided with office space, entrepreneurship courses, and networking resources to foster startup development.

## LANGUAGE SKILLS

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English	Higher intermediate
Turkish	Higher intermediate
Persian	Native

## REFERENCES

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**Dr. Mahsa Mirsadeghi**

- Thesis Advisor and CEO of Masa Fashion design Academy and
- Professor of Fashion Concept Ideation, Technical Design, and Fashion Anatomy during my master's program.
- Shiraz University

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**Dr. Shahram Sharghi**

- Clinical Psychologist, Youth Consultant, and Course Instructor
- Director at Bamdad' Sharghi Institute
- Professor of Psychology and Semiotics in Branding and Psychology of Fashion during my MBA in Fashion Design program
- Certified Coach

- Masa Fashion design Academy, Shiraz University

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### **Mohammadreza Ghasemichimeh**

- Founder & former CEO of C.Z.S Company
- Founder & CTO of EXSIM ELEKTRIK YAZILIM
- Holder of the title 'Inv.' granted by the IFIA (International Federation of Inventors' Associations)

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