

# Armita Serajzahedi

Designer, Lecturer, Researcher & Idea Maker



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## WORK EXPERIENCE (Academic)

<u>2018 - Present</u>	Researcher CIEO (Research Center for Spatial and Organizational Dynamics) CinTurs (Research Center for Tourism Sustainability and Well-Being)
<u>2017 - Present</u>	Lecturer Pars University, Industrial Design Dept.
<u>2016 - 2018</u>	Lecturer Alzahra University, Industrial Design Dept.
<u>2012 - Present</u>	Researcher Tehran Beautification Organization
<u>2011 - Present</u>	Lecturer Iran University of Science & Technology (IUST), School of Architecture and Environmental Design, Industrial Design Dept.
<u>2010 - Present</u>	Lecturer University of Applied Science and Technology (UAST), School of Culture and Art, Graphic Design Dept.

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## WORK EXPERIENCE (Professional)

- Sustainable Tourism Certification Internship, 2019, TRIANGLE Project - Tourism 2030.
- Marketing Consultant / Designer in IranCotton Nowruz Campaign, 2019, Iran.
- Member of the Organizing Committee of the International Conference on Marketing and Design, 2018, University of Algarve, Faro, Portugal.
- Group Leader in Tehran Service Jam, 2016, Arts University of Tehran, Iran.
- UI Designer, Iran Telecommunication Research Center, 2014, Tehran, Iran.

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## EDUCATION AND TRAINING

<u>2016-2020</u>	PhD Candidate, Economic and Management Sciences University of Algarve, Portugal
<u>2013-2015</u>	Doctor of Business Administration (DBA) Bahar Business School (Higher Education Institute), Iran
<u>2007-2010</u>	Master of Industrial Design (MID) Islamic Azad University (IAU), Iran
<u>1997-2002</u>	Bachelor of Industrial Design (BID) Islamic Azad University (IAU), Iran

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## PRESENTATIONS

- Presenter of "Design Thinking in Marketing, Tourism and Hospitality" Short Course, 2020, University of Algarve, Faro, Portugal.
  - Presenter of "Color in Marketing and Branding - Tourism and hospitality" Short Course, 2020, University of Algarve, Faro, Portugal.
  - Presenter of "Design Thinking for Business Innovation" Conference, 2018, University of Huelva, Spain.
  - Presenter of "Color in Design and Marketing" Workshop, International Conference on Marketing and Design, 2018, University of Algarve, Faro, Portugal.
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## PUBLICATIONS AND PAPERS

- Place Branding: Challenges, Opportunities and Strategies, 2019, Tehran Beautification Organization, Iran.
  - Identifying Students' Preferences to Design Pleasant Learning Environments, The International Conference on Marketing and Design, 2018, University of Algarve, Faro, Portugal.
  - Toward Higher Education Branding Through Service Design, The International Conference on Marketing and Design, 2018, University of Algarve, Faro, Portugal.
  - Study of Colour preferences for Iranian Saffron Packaging considering Customers' Connotations, The International Conference on Marketing and Design, 2018, University of Algarve, Faro, Portugal.
  - Colour in Design EBook , 2017, Navidmehr publication, Tehran, Iran.
  - Service design challenges in Tehran Sustainable Tourism, The Second National Service Design Conference, 2016, Tehran, Iran.
  - Identification of the urban beautification with the approach of Sustainable Tourism, 2016, Tehran Beautification Organization, Iran.
  - Investigating the role of Service Design in Effectiveness of Service Marketing Performance, The First National Service Design Conference, 2015, Tehran, Iran.
  - Visual and Analytical Study of Urban Furniture Elements Books (co-author), 2013, Tehran Beautification Organization, Iran.
  - The importance of Hedonomics, 2012, 4baq Quarterly Magazine (9), Tehran, Iran.
  - Content Marketing Book, 2012, Navidmehr publication, Tehran, Iran.
  - From concept to consumer Book (Author: Phil Baker), 2012, Navidmehr publication, Tehran, Iran.
  - Design Process for Industrial Design Students Book, 2012, Agah Publication, Tehran, Iran.
  - A Review of Future Studies in Industrial Design, The first national conference of new approaches in Industrial Design, Tabriz Art University, 2012, Tabriz, Iran.
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## INTERESTS

- Education
  - Design
  - Creativity
  - Branding
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