

ARMAN FARAHAMND

Creative Design Leader

armanfarahmand.com | Tehran, Iran | +98 (912) 802-6508 | armanfarahmand@gmail.com

SUMMARY

A highly passionate Industrial Design graduate with over a decade of experience in creative design products, solutions, and services. A deep learner and design lover with an entrepreneurial spirit and various successful experiences from the field of creative business card design to branding, marketing, and system design, all with a design thinking approach and sustainability concerns. Winner of several national and international awards.

EDUCATION

Tehran City Beautification Organization

Urban Design Course - Tehran, Iran | 30hrs | 2014–2015

- I was learning here and also was a teaching assistant to Prof. Reza Lahiji, the main lecturer of the course

Art University of Tehran

Bachelor of Industrial Design - Tehran, Iran | GPA: 3.3 | 2010–2014

- I have experience in design thinking, product, and service design here, along with different skills like prototyping. Worked with different materials like wood, steel, ceramics, glass, poly-woods, fiberglass, ABS.
- Ranked 46th among 25,000 candidates in Iran's public Art and Design universities entrance exam.

Sooreh Art School

University Preparatory School for the Arts - Tehran, Iran | GPA:4 | 2009–2010

- Top student

Mobtakeran High School

Diploma in Mathematics - Tehran, Iran | GPA:4 | 2006–2009

- Top student among 30 students
- Won the National Physics Competition

INTERESTS

Study & Work

Sustainable Design

Modular Solutions

Human-Centered Design

Hobbies

Audio Books, Movies, Sketching, Photography,

Writing, Gardening, Meditation, Adventure Trips,

Diving, Action POV filming, Working out

EXPERIENCE

Teaching Assistant • Meta Designer Course

Tehran, Iran | 2024-present

- Co-Teaching the Meta Designer course with Dr. Mohammadreza Ketabi
- The main goal of the course is to lead graduate designers through their professional career challenges that they didn't learn from school.
- My exact part was to mentor designers for self-growth and self-awareness to help them be the best version of themselves.

CEO & Co-Founder • Tohid Abzar Kheradmand

Tehran, Iran | 2022-present

- Established a Research and Development Lab inside the company
- Launched project "TAK Team," a B2B marketing system unique in the industry because of the new methods of dealing with our clients. We made the customer journey so easy for the store owners so they could find what they wanted at the front door of their shops with a fair price, less energy, and much less time. We managed to train four marketers and hire two mid-level managers for the project itself.
- Designed and built a brand named "STARK" in the field of cutting and drilling tools
- Head manager of Importing and Marketing of the "STARK" brand
- Designed a complex yet great working system based on industry needs and managed it

Retail Sales Manager • Farahmand Tools

Tehran, Iran | 2019-2023

- I joined my old family business which was working on selling different types of tools, especially cutting and drilling tools and accessories all over the country.
- Started to fix the system bugs and redesign them during those years
- Designed and built a brand named "STARK" in the field of cutting and drilling tools
- On this journey, I made lots of mistakes trying to find out how to be a leader, and finally, it taught me how to become a real leader for a small group of people.

Designer & Constructor • Summer Villa Project

Kordan, Iran | 2019-2020

- Redesigned and Reconstructed the Villa building while keeping the main structure
- Designed and Constructed the Villa's Yard and Pool area
- Added some extra facilities and security options to the villa
- Rearranged the 2000 square meter garden's trees

CEO & Founder • Beraniko Decoration House

Tehran, Iran | 2015-2020

- Started one of the first furniture and decoration E-Commerce platforms in the country
- Designed, produced, and sold lots of decorative pieces in collaboration with some of the best Iranian designers and manufacturers.
- This was my first fully independent business.
- Learned from new challenges like paperwork, taxes, employees, governmental restrictions, etc.
- Participated in various innovation, commerce, and E-commerce events
- Experienced social media marketing and content creation, especially on Instagram

Branch Manager & Salesman • Golden Design

Tehran, Iran | 2014-2015

- The main purpose of joining the Golden Design group was to deal with the customers in person, know their needs, and try to figure out the best way to interact with the users. eventually, it ended up starting Beraniko Decoration House

Designer & Constructor • Farahmand Tools Rebrand Project

Tehran, Iran | 2014-2015

- Redesigned and Reconstructed Interior and Exterior of Farahmand Tools shop
- Rebranded the whole package, including Logo, Business Card, Website, Commercial Gifts, etc

Furniture Specialist • VDecoration Augmented Reality Project

Tehran, Iran | 2014

- Participated as one of the key members of the team in the first Iranian Furniture AR app

Industrial Designer • Avatech Accelerator Cooperation

Tehran, Iran | 2014

- Participated as one of the unofficial members of the Reyhoon.com Startup in 1st Cycle
- Participated as one of the official members of the Smartbeen Startup in 2nd Cycle

Photographer • Seven-Star Photography Agency

Tehran, Iran | 2013-2014

- Working almost a year in the Photography field taught me that I just wanted to keep it as a hobby and continue Design as my main field of work and study.
- Accomplished various photography projects here, from modeling and weddings to industrial and commercial

Design Intern • Arax Furniture Manufacturing

Tehran, Iran | 2013-2014

- My first attempt to work as a designer in the furniture industry besides my final project at university.

Photographer • IDreporter.com

Tehran, Iran | 2011-2014

- I worked as a volunteer event photographer for this website, so I could be present at almost all the Industrial design events held in Tehran city. It is one of the few industrial design online sources in Iran.

Car Design Intern • Seemurgh Prototyping Project

Tehran, Iran | 2011

- As an undergraduate design student, I experienced a real production environment with some of the best Iranian Designers and prototyping specialists, such as Mr. Amin Abbaszade and Mr. Sam Antiqchian.
- The Team won 1st place the same year in the Industrial Design Category in Electric Car Design Competition

Skills

Design Skills

Industrial Design

Service Design

System Design

Prototyping

Soft Skills

Decision-Making

Design Thinking

Mentorship

Leadership

Other Skills

Business & Management

Photography

Videography

Photoshop

Languages

English (Fluent)

Farsi (Native)

HONORS & AWARDS

A'design Award • 2024

Bronze A' Design Award Winner in Furniture Design | Como, Italy

SIT Furniture Design Award • 2024

SIT Design Award Winner | Grabenstrasse, Switzerland

Idiran Industrial Design Award • 2015

1st Place Winner in the furniture category | Tehran, Iran

Hodex Furniture Design Award • 2014

1st Place Winner | Tehran, Iran

Decolight Lighting Competition • 2013

2nd Place Winner | Tehran, Iran

A Design Day, University of Tehran's Contest • 2013

Appreciated Design | Tehran, Iran

A Design Day, University of Tehran's Contest • 2012

Appreciated Design | Tehran, Iran

Caligraphy Contest, Institute for the Intellectual development of children and youth • 2001

Grand Prize | Tehran, Iran

LICENSES, CERTIFICATIONS & MEMBERSHIPS

Mood Museum of Design • Morfius Modular Furniture - Como, Italy | 2024
The International Association of Designers • Membership - Como, Italy | 2024
International Council of Creative Industries • Membership - Como, Italy | 2024
International Design Club • Membership - Como, Italy | 2024
Tehran's Chamber Of Commerce • Membership - Tehran, Iran | 2023
Deco - International Furniture Conference • Team Design Exhibition - Tehran, Iran | 2017
Moblex - 24th International Exhibition of Home Furniture • Flexit Modular - Tehran, Iran | 2015
Deco - International Furniture Conference • Design Booth - Tehran, Iran | 2015
National Conference on Service Design • Participant - Tehran, Iran | 2015
Khalij Fars Complex - Solo Exhibition • Corsay Furniture - Tehran, Iran | 2015
The Essence of Form in Design by Prof.Mehran Hashemi • Participant - Tehran, Iran | 2014
New Renaissance by Prof.Darius Mahdjoubi • Participant - Tehran, Iran | 2014
Deco - International Furniture Conference • Innovation Booth - Tehran, Iran | 2014
Global Service Jam• Participant & Event Photographer - Tehran, Iran | 2014
Deco - International Furniture Conference • Prof.John Barnard Conference - Tehran, Iran | 2013
Global Service Jam• Participant - Tehran, Iran | 2013
Sarpi Bridge Oriental Design Week • Selected Design for Iran's Booth - Milan, Italy | 2013
Global Service Jam• Participant & Event Photographer - Tehran, Iran | 2012

PUBLICATIONS

A'design Award Yearbook • Morfius Modular Furniture - p. 132 - Como, Italy | 2024
Online Design Magazines • Morfius Modular Furniture - Worldwide | 2024
trendhunter.com - tuvie.com - desrietoinspire.net - debop.gr - innovationnewsroom.com - designers.org
Chidaneh.com Online Design Magazine • "MaHome" Interior design proj - Tehran, Iran | 2019
Idiran Award Yearbook • Flexit Modular Furniture - p. 100 - Tehran, Iran | 2015

REFERENCES

Dr.Mohammad Reza Ketabi • Senior Lecturer
Art University Of Tehran | Tehran, Iran | m.ketabi@art.ac.ir | +98 (912) 108-0267
Mr. Hassan Pishahang • Graduate Teaching Assistant
Florida Atlantic University | Florida, US | apishahang2023@fau.edu.com | +1 (863) 231-7318
Prof. Mehdi A. Fallah • Faculty Member and Former Director
Art University Of Tehran | Tehran, Iran | m.fallah@art.ac.ir | +98 (912) 563-4684
Mr. Mostafa Arvand • Head of Design
Lampart Lighting Solution | Ankara, Turkey | arvand.mostafa@gmail.com | +90 (543) 437-5211