

MONA SAFARI

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About Me

I work at the intersection of creative and emerging technologies, interaction design, and Human-Computer-Interaction (HCI). Experienced in wearable technology, smart product design, rapid prototyping, haptics and soft robotics for body-centered and interactive systems. My practice spans design research, physical computing, R&D, and product innovation, with peer-reviewed publications and presentations at leading HCI venues. I also apply User experience (UX) thinking to support user-focused outcomes across design, research and development contexts.

Software Skills

- Arduino IDE
- Circuit Design
- Creative Code
- Prototyping
- Photoshop
- Illustrator
- InDesign
- After Effect
- Rhino
- Fusion 360
- TouchDesigner
- Blender
- Figma
- Slack
- Dgital Fabrication (3D Print, Laser Cut)

Certifications

- Google AI Essentials
- Google User Experience (UX) Design
- 3D Printing and Additive Manufacturing Specialization - University of Illinois

Education

2022 - 2024 (OCAD University)
Master of Design - Digital Futures

2012 - 2017 (Tabriz University)
Bachelor of Design - Industrial Design

Work Experiences

Board Member, OCAD University Artificial Intelligence

OCAD University | Toronto, ON | 2022 – current

- Supported responsible AI integration in academic and creative practice through board-level policy and strategy work.

Teaching & Research Assistant | 05/2023 - 06/2024

OCAD University | Toronto, ON

- Conducted research at the Social Body Lab on wearable tech and body-centered interaction under Prof. Kate Hartman.
- Supported 250+ students across graduate courses in AI, regenerative design, and critical game design.

Founder & Creative Director | 04/2020 - 12/2022

MOMA Creative Studio | Tehran

- Delivered visual strategies for global product launches.

Clients included: Asus, Sony, Huawei, Nestlé, Olivia, Efes, Rani, Sensodyne.

Visual Designer (Digital & Motion) | 09/2018 - 03/2020

Irannovin Advertising Agency | Tehran

- Designed and produced visual assets for 10+ national campaigns, including motion graphics, social content, and print.

Clients: Henkel, MTN Irancell, TCL, Hyperstar.

Visual Designer (Digital & Print) | 04/2017 - 08/2018

Noor Marketing Agency | Tehran

- Designed branding and campaign visuals across fashion, retail, tech sectors and etc. Delivered 30+ assets for promotions, boosting campaign engagement, print and digital media.

Clients included: Dorsa Home & Fashion, Mimas, 724.

Internship - UI/UX Designer | 05/2015 - 10/2015

Digikala Inc. (e-commerce) | Tehran

- Collaborated with design teams to create wireframes and prototypes.
- Supported UI testing and feature design for sub-brand e-commerce experiences.