

## Curriculum Vitae – Spring 2023

Family name: Bahar  
Given name: Nejat  
Gender: Female  
Date of birth: 02/10/1995  
Citizenship: Iranian  
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### Qualifications

#### **Bocconi University**

Ph.D. in Business Administration and Management  
Department of Marketing

*Milan, Italy*  
022-2026 (expected)

#### **University of Tehran**

DBA course: Entrepreneurship Track  
Final Mark: 19.23/20

*Tehran, Iran*  
2018-2020

#### **University of Tehran**

M.Sc in Industrial Design  
Final Mark: 18.53/20

*Tehran, Iran*  
2017-2020

#### **Art and Architecture Azad University of Central Branch**

BA in Industrial Design  
Final Mark: 18.92/20 (Fist Rank)

*Tehran, Iran*  
2013-2017

### Awards and Scholarships

Full PhD fellowship, Bocconi University

2022-Present

Acknowledged by UTS Park Acceleration for innovation and creativity in the field of Industrial Design and nominated for the best start-up ideas 2019

### Research Interests

Consumer Behavior, NFT, Design, Experience, Metaverse

### Work Experience



**CO-Founder and Creative Lead** of A-EYES 2020-Present

- A-EYES Startup (Digital mHealth Application focusing on eye problems): an AI-based application that develops innovative digital mHealth solutions for eye health.

**Research Assistant** in DesignFT Project (Shifting from tangible to intangible) 2021  
for Dr. Mehdi A Fallah

**Creative Advisor and Multidisciplinary Designer** at ARKAYAR Oct 2020-Jan 2021

- Creative agency that specializes in branding and event design.
- Spearheaded an advertising plan for Dizin Ski Resort, successful rebranding of DIZINCLUB and a creative sponsorship proposal for adventure brands.

**Creative Director** at Brand Factory May 2020- Oct 2020

- Overseeing fashion projects and collaborating with designers on a new platform.
- Developed and executed creative concepts for seasonal campaigns and streamlined the platform with AR technology.

**Creative Manager** at SHANA Holding Mar 2020-May 2020

- Updated and visualized creative concepts for HOOPOO franchise across multiple channels, including ads, magazines, and podcasts.

**Creative Director** at Noor Marketing Agency Apr 2019-Aug 2020

- Generated creative briefs and brand books for clients in industries such as fashion, food, Architecture, and Personal Branding.
- Collaborated with brands, provided strategic insights and creative solutions, Designed several campaigns.

**CO-Founder and Multidisciplinary Designer** at POLEZ Feb 2019-Jan 2020

- Nominated Best startup at Science and Technology UT Park Accelerator.
- Designed modular, sustainable frames for glasses with a unique and novel joint system, allowing for creativity and customization by users, with affiliation marketing system.
- Led the development of a marketing plan and business model canvas POLEZ, Designed frames, joints, website, customer journey.

**Internship as a Service Designer** at UNITI (Fashion Brand) Oct 2018-Feb 2019

- Provided creative ideas for pre-service, service, and post-service experiences at a fashion retail shop.

- Designed new packaging from upcycled fabrics and implemented a badge-based promotion system to reward customers and drive sales.

### **Internship as a Creative Assistant and Strategic Planner**

at Sobati Customs (High quality car customizer in the middle east) Dec 2017-Mar 2018

- Developed a strategic plan for the use of unused PVCs in various products and launching a new line of interior design covers.
- Contributed to the growth of the company by leveraging creativity and strategic thinking to identify new business opportunities (In fashion and interior design fields).

**Design Lab Assistant** (at Tehran University of Art)

2016

### **Language Skills**

**English:** Good (TOEFL: 106)

**Persian:** Native

### **Skills**

Statistical Analysis: Stata

Microsoft Office: PowerPoint, Word, Excel

Adobe Creative Cloud: Photoshop, Illustrator, Lightroom

3D Software: Solidworks, Rhino

Rendering: Keyshot, Blender

Web design: WordPress, Editor X, Elementor

### **Other Achievements**

- Car Design course with Peter Stevens (McLaren F1 designer) 2015
- Interior Design certification from Domus Italy Academy 2016
- Certified Pilates trainer (with an Asian certification) 2017

### **Other Activities**

- Photography
- Charity event organization and design
- Skating and hockey player
- Painting in various mediums (Both physical and Digital)