




Abolfazl Ghaderi

Product Designer

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EDUCATION

MFA in Interaction Design

Purdue University | West Lafayette, IN
January 2022- August 2025

- Fully funded through a graduate assistantship.
- Second best score in MFA review across all majors in the school.
- Received admission offers from total of 6 universities with full/partial funding.

Bachelor of Science in Industrial Design

Iran University of Science and Technology | Tehran, Iran
September 2016- March 2021

Ranked 1st university in Iran in the admitted year.

EXPERIENCE

Product Design Co-op

GE Appliances | Louisville, KY
June 2023 - June 2024

Role and Responsibilities: Worked on various home appliance features and products, including Human-Machine Interface (HMI), mobile applications, services, and user experience (UX) design.

Key Projects:

1. EcoBalance Smart Home Energy System

Role: Lead app designer

Contribution: UI/UX Design of mobile application for GE Appliances' first whole-home energy management system, EcoBalance.

Impact: This project aligns with GE Appliances' sustainability goals and marks their initial step into comprehensive home energy management.

Recognition:

- Featured in a dedicated booth at **KBIS 2024**, Las Vegas Convention Center.
- Highlighted in various media outlets.
- Participated in GE's promotional video

2. **Profile Appliances Display:**

Role: Lead Designer

Contribution: Developed an Augmented Reality (AR) experience device for visitors of the Profile Showroom.

Impact: The device is indefinitely showcased at CoCreate in Stamford, CT, enhancing visitor engagement with the Profile appliances through a modern tech, highlighting the direction of the brand

3. Profile Appliances Display:

Role: UX Sound Designer

Contribution: Designed the audio branding, notifications, and alerts for CAFE Appliances.

Impact: Developed and released over-the-air (OTA) sound packs, including holiday tones, across all GE brands (Profile, Monogram, CAFE), enhancing the user experience through customized auditory feedback.

4. SmartHQ App and Feature Design:

Other app/feature Design for SmartHQ that are currently either released or under development

Graduate Teaching Assistant (Full-Time Instructor)

Purdue University, West Lafayette, IN
Jan 2022 - Present

Role and Responsibilities: Serving as the sole instructor for two courses per semester, responsible for developing the syllabus, preparing and delivering lectures, creating and grading assignments, and guiding students through the design process.

Key Courses:

AD 105 - 2D Foundations

Target Audience: Freshmen students pursuing Art and Design majors or minors.

Responsibilities:

- Developed and delivered the entire curriculum focused on the fundamentals of 2D design.
- Guided students through various design techniques and principles.
- Fostered a creative and supportive learning environment.

Impact: Helped students build a strong foundation in 2D design, preparing them for advanced coursework in their respective majors.

AD 256 - Presentation Technique

Target Audience: Sophomore students in the Industrial Design program.

Responsibilities:

- Created a comprehensive syllabus covering all aspects of the design process, from problem identification to CAD modeling and presentation.
- Developed and implemented project-based learning modules.
- Provided mentorship and feedback to students on their design projects.

Impact: Students' projects from this course have won multiple awards in prestigious competitions, including:

- 2023 Student Aluminum Extrusion Design Competition,
- Zinc Challenge: 2023
- Rotational Molding Student Design Competition 2023

Co-Entrepreneurial Lead, NSF-Funded Project

Purdue University | West Lafayette, IN
2023

Project: Design and development of a specialized noise-canceling headphones for construction workers to improve work quality and safety.

Role and Responsibilities:

- Collaborated with a team to design and prototype a novel headphone specifically tailored for construction workers.
- Successfully secured a \$50,000 National Science Foundation (NSF) I-Corps Grant for conducting customer discovery research with construction workers, focusing on tailoring safety headphone features.
- Conducted in-depth interviews with 100 construction workers to gather insights and requirements for customizing product features.
- Developed and presented the business model and project plan to secure NSF funding.
- Certified by I-Corps hub program to refine the business model, validate customer needs, and develop a go-to-market strategy.
- Coordinated with various stakeholders, including industry experts and potential customers, to gather feedback and improve the product.

Impact:

- Successfully secured NSF funding, demonstrating the project's potential for significant impact and innovation.
- Contributed to improving workplace safety and productivity for construction workers through innovative design solutions.

Instructor, Rhino 3D

Iran University of Science and Technology | Tehran, Iran
Apr 2018 - Mar 2020

Developed materials and hands on training as Extracurricular Rhino 3D course administrated by the Industrial Design Student Association

Representative of IDA Design Awards

IDA Design Awards | Tehran, Iran
Apr 2018 - Mar 2022

Connected the awards to universities in Iran, facilitating student participation.

Conducting internal competition identifying top projects.

- Selected as the best competition at 2020 International Festival of Harkat, Issued by the ministry of science

Secured discounts and waived fees for top projects and guided more than 50 entries.

All resulting in dozens awards won by participants.

Industrial Design Intern

Bardena 701 | Mazandaran, Iran
May 2019 - July 2019

Worked as Industrial Design summer intern, acquainted with manufacturing processes and contributed to various design projects, enhancing product usability and aesthetics.

Executive Assistant, Industrial Design Scientific Student Association

Iran University of Science and Technology | Tehran, Iran
May 2018 - June 2019

Organized and coordinated events, workshops, and exhibitions.
Fostered collaboration among students and industry professionals.

ACHIEVEMENTS

International Design Excellence Awards (IDEA) 2024

Finalist

April 2024 | Industrial Designers Society of America, Herndon, VA

Finalist in Social Impact, for the Design of EcoBalance Smart home energy management system, submitted by GE Appliances

FIT Sports Design Awards 2023

Emerging gear designer of the year

March 2023 | Bern, Switzerland

Emerging gear designer of the year for the Design of BICHAK, a power-assisted wheelchair for Strength training.

- This honor is only given to one Designer per competition round with [Exclusive Interview](#)
- This Award was also highlighted in multiple media outlets including [World Design Organization](#)

Winner in Innovation

BICHAK was also selected as the winner in Innovation at FIT Sports Design Awards.

Rotational Molding Design 2022

3rd Place

July 2022 | Association of Rotational Molders, Chicago, IL

3rd place winner for the Design of PAROUSH, a rotomolded toilet insert seat for children, improving the posture and ergonomics, at the 2022 AMR Student Design Competition with Scholarship.

Aluminum Extrusion Design Awards 2022

2nd Place

May 2022 | Aluminum Extruders Council, Chicago, IL

2nd place winner for the Design of DAKET, an E-Bike with safety mechanism inside the extruded frame to reduce the damage during frontal collision, improving the posture and ergonomics, at the Student class of 2022 Aluminum Extrusion Design Awards with Scholarship.

Dubai Design Week 2020

Project Displayed

Nov 2020 | Dubai, UAE

Project OCOR, a new sustainable design of Cigarette filter to reduce risks of them being used by birds, showcased at Mena grad show, part of the Dubai Design week 2020.

Outstanding Achiever of the Year 2020

Jan 2020 | Iran University of Science and Technology, Tehran, Iran

Selected as the Most distinguished Student of the Year by the president of Iran university of science and technology for contribution in leading the university in several awards, instructing software, and organizing an internal competition.

Asia Design Prize 2019

Winner

Feb 2019 | Seoul, South Korea

Winner in Student Design Category for the Design of SHEL, Foldable headphones for better portability.

Industart Design Awards 2018

Winner

Feb 2019 | Kyiv, Ukraine

Winner in Student Class in Household and computer equipments category for the Design of SHEL, Foldable headphones for better portability.

SKILLS

Technical Skills

Rhino 3D, Figma, Illustrator, Photoshop, Keyshot, Indesign, SOLIDWORKS, Adobe Xd, Logic pro, Office 365, CSS, Wordpress

Hard Skills

UX Design, UX Research, User research and interview, Usability testing, Product and concept development, UI Design, Design for Accessibility, Heuristic Evaluation, Market Analysis, Sound Design, Digital Sketching & Rendering, Rapid Prototyping, Product and Manufacturing methods, Material study, CMF, Product and Concept development, Design for manufacturing,

Soft Skills

Problem-solving, Analytical, Leadership, Empathy, Critical thinking, Communication skills, Work ethics, Positivity, Motivation, Adaptable