ABOLFAZL **GHADERI**
Product Designer

EXPERIENCE

Design Instructor

Purdue University . Graduate Assistant . 01/2022 - Present

- Instructor of Art and Design 2D foundations, focusing on composition, craftsmanship, color theory, and Adobe Illustrator, (Freshmen)
- Instructor of Presentation Techniques, focusing on Digital sketching, 3D modeling, Design Research, and competitions, Since January 2023 (Sophomores).

UI/UX Designer

GE Appliances . Co-op . 06/2023 - 06/2024

- Design and development of app features and other screen-based smart appliances, including but not limited to, Accessibility, UI, System design, and tokenization.
- Led the design of a mobile application for GE Appliances' first whole-home energy management system, EcoBalance, working directly with software and cloud engineers, product and program managers, and the marketing team.
- Conducted in-home customer research, interviews, and user testing, focusing on Kitchen-centered activities.
- UX Sound design for all product lineups in both Monophonic and Polyphonic formats, including but not limited to Audio Branding, notifications and alerts, and OTA sound packs.

UI/UX Designer

Hemachrome . Contract . 01/2023 - 05/2023

- Development and validation of optical non-invasive method of measuring blood hemoglobin level leading to a mobile app. MVP, to be used in a study by CDC, in Kenya and Rwanda.

Co-Entrepreneur

National Science foundation . 12/2022 - 03/2023

- National Science Foundation (NSF) Grant for $50,000 for conducting 100 customer discovery interviews with construction workers For a "Safety Headphones design start-up, HarpA".

Industrial Designer

Bardena 701 Appliances . Intern . 06/2019 - 09/2019

- Acquainted with design and manufacturing processes, available technology, and restraints, and designed a stove for young couples as the final project.

SKILLS

Figma, Illustrator, Photoshop, Indesign, After Effects, Adobe Xd, Logic Pro, Office 365, CSS, Framer, WordPress, Atlas.ti

UX Design, UX Research, User research and interview, Usability testing, Product and concept development, Web Design, UI Design, Design for Accessibility, Heuristic Evaluation, Market Analysis, Prototyping, Sound Design, Design System, Tokenization

Problem-solving, Analytical, Leadership, Critical thinking, Communication, Work ethics, Positivity, Motivation, Adaptable, Storytelling, Presentation

CONTACT

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- sghaderi@purdue.edu
- abol.design
- LinkedIn

PROFILE

An award-winning designer with a strong foundation in Industrial Design and expertise in UI/UX and Sound, emphasizing utility, usability, and accessibility. Flexible and independent, with strong academic achievements and effective communication skills from extensive teaching experience. Dedicated to creating user-centered designs that drive ethical profitability.

EDUCATION

MFA in Interaction Design

Purdue University
01/2022 - 05/2025 (Expected)

BS in Industrial Design

Iran University of Science and Technology
09/2016 - 03/2021

ACHIVEMENTS

Fit sports Design Awards 2023
Emerging designer of the year
Bern, Switzerland

Rotational Molding Design 2022
Ranked 3rd
Chicago, USA

Aluminum Extrusion Design 2022
Ranked 2nd
Chicago, USA

Dubai Design Week 2020
Featured
Dubai, UAE

Asia Design Prize 2019
Winner
Seoul, South Korea

Industart Design Awards 2018
Winner
Kyiv, Ukraine