

PROFILE

Creative professional with proven expertise utilizing innovative design, concept generation and functional solutions to promote product development. Skilled in client communications and delivering successful projects. Strategic problem solver, leveraging industry expertise to establish sustainable business growth and revenue generation.

AREAS OF EXPERTISE

- Client Relationship Management
- Research & Development
- Conceptualising & Designing
- Strategic Product/Design Analysis
- Client Brief Interpretation
- Prototyping/Model Making
- Sketching/Rendering

EDUCATION

MA Product Design

University of Hertfordshire, UK
Completed with Distinction

BSc (Hons) Industrial Design

University of Hertfordshire, UK
Upper Second-Class degree (2:1)

PROFESSIONAL TRAINING

Launch to Leadership, ExecOnline

Presenting and Pitching with Confidence,
Russell Wardrop

The Art of Influence and Power of
Persuasion, Russell Wardrop

Autodesk Revit and BIM modeler training,
Man&Machine

CDM15 System/Design, Mace Group

PROFESSIONAL EXPERIENCE

Solution Design Manager, 2021 to Present

Ocado Ltd

Accept management of idea design of service delivery operation, general external flows, and numerous CFC areas (Customer Fulfilment Centre). Emphasise space capacity, operational efficiency, and data of design. Develop concepts for future Ocado product offers and integrated into new and current CFCs.

- Improved a forecasting tool which calculates the connection system in fulfilment centres; Achieving up to 5 times more accurate results
- Examining the company's most latest developments and providing guidance on how they will impact the design
- Protection manual owner

Technician Design Integrator

Ocado Ltd

Supported the Ocado Engineering, R&D, and Projects teams with regards to providing design solutions as to the integration of MHE and M&E Services. Develop the conceptual and detailed design solution, for new OSP/CFC projects. Support procurement, quality and Design Assurance to develop a safe and reliable Implementation.

Industrial Designer, 2019 to 2021

Impacting Business by Design

Orchestrated product development and improvement for SMEs. Collaborate with clients to identify requirements and utilise innovative ideas to conceptualise/create functional products. Conducted interviews and strategic analysis to effectively resolve issues and meet organisational needs. Monitor design process to provide progress reports to clients. Communicated innovative solutions to ensure continuous success throughout product development.

- Acquired crowdfunding worth 500K and achieved target on Kickstarter within 4 hours.
- Promoted business development by effectively overseeing the full production cycle of multiple projects.

3D CAD Design Technician, 2016 to 2019

Ocado Ltd

Utilised CAD design and visual skills to assist with technical development of warehouse space planning, integration, and machinery design in addition to producing comprehensive technical drawings, planning positioning of various machinery, and integrating model catalogue / designing elements.

- Won OCADO innovation awards 2018.
- Enhanced productivity by developing effective smart/interactive models.

Product Designer, 2015 to 2016

Roto VR Ltd

Led intuitive product design, centred around improving quality and user experience. Delivered high-quality visuals and models for new products and advertisements. Liaised with international engineers and fabricators to manage manufacturing procedures. Assessed design efficacy centred around visual appeal, design-functionality, client safety, and accommodating corporate technology.

- Augmented virtual reality gaming platform by developing and delivering innovative/lucrative designs.
- Engendered sustainable growth by delivering on successful design and technical projects.

PRE-DESIGN WORK EXPERIENCE

Sales Director, 2008 to 2009

Shila Shiraz (Shiraz, Iran)

Marketing Research / Marketing and Selling / Coaching team of 6 / Evaluation , Communicating and Leading / Organizing and Planning / Motivation Training

Technical Support Supervisor, 2006 to 2008

Rayane Pouya Hafez (Shiraz, Iran)

Communication and Telecommunicate / Administrative procedures / Computer hardware service support / Supporting others / Customer Service / Coaching

Technical Supervisor, 2002 to 2006

Fafa Computer Centre (Shiraz, Iran)

Computer Troubleshooting / Responsibility for end results / teamwork

ADDITIONAL EXPERIENCE

AutoCAD Teaching Assistant, Eastern Mediterranean University
CNC Punching Machine Assistant, LS Fabrications

SELECTED ACHIEVEMENTS

University of Hertfordshire Chancellor's International Scholarship, 2014
BSc project presented in New Designers Show, 2014
MA Art & Design Students' Representative, 2012
Winner of EMU International Design Week, 2012, Main Poster Competition
Certificate for Industrial Design High Honour Student, EMU, 2012

Examples of Work

To find out more, please check my website www.sepahi.co (beta version)
Or my online portfolio www.behance.net/sepahi-design