

Salam,

My name is **Mahan**.

I use **strategy**, **design**, and **technology** to solve **human** **wicked problems**.
At first, I thought **architecture** is great because it is both **art** and **science**!
After completing two architecture degrees, I realized it is **computers** that are both **art and science**. That's when I started to become an architect of **digital products** rather than mortar and bricks. You can check a brief history of me in the form of boring-but-still-functional headlines below or **check my website** instead.

Education

MASTER OF ARCHITECTURE, SPECIALIZED IN SITUATED TECHNOLOGIES | 2014-2016

University at Buffalo, State University of New York (SUNY), Buffalo NY, USA

Department of Architecture, School of Architecture and Planning

- Thesis: [Not Another Tool](#): Designing resistance scenarios to maintain street movements in response to riot control strategies

BACHELOR OF ARCHITECTURE | 2009-2014

IAUCTB - Azad University, Central Tehran branch, Tehran, Iran

Department of Architecture, School of Art and Architecture

- Thesis: [Châhâr-Gâh Music Center](#): a center to maintain Middle Eastern folklore music

Professional Experiences

LAB DIRECTOR

[Future City Innovation Lab](#) | Oct 2018 - Mar 2021

- [Hayat \(Urban life\) Platform](#)
Hayat Platform is a crowd-source social platform about quality of life in neighborhoods of Tehran to create an engaging experience for citizens and encourage them to write reviews about their neighborhoods and simultaneously provide feedback to the municipality's official statistics.
- [Sabc app](#)
Sabc app promotes "smart lifestyle" with the goal of minimizing energy and resource use for maintenance of buildings via gamification.
- [WePrint app](#)
A Digital marketplace for print shops in Tehran which enables customers to order their print job based on user evaluation and receive guaranteed print products from trusted print shops.
- [Dezz Platform](#)
A web-based marketplace platform for service providers in the construction industry. Both regular and professional users can evaluate each other and choose their desired designer, contractor, client, etc based on proven records and other evaluation methods.

MAHAN MEHRVARZ

ART DIRECTOR

[Gooshe Online Vintage Shop](#) | Jun 2018 - Present

- **Brand Identity**
Designing and execution of brand identity for an Instagram based business
- **Digital Marketing Strategy**
Planning and content production based on digital marketing strategies
- **Business Model Design**
Identifying new customer segments and resources for new revenue streams. Designing new value propositions.

GROWTH MANAGER

[NESHA](#) (Negin shahr-e-Ayandeh) | Sep 2017- Oct 2018

- **Work Space Design & improvement**
Design Management of an award winning workspace to boost innovation and collaboration. The project used various HCD (Human-centered design) and ABD (Activity Based Design) methods for interior architecture.
- **Re-branding strategic planning & management**
Management of new visual identity and website design projects.
- **Developing growth strategy**
Conducting research and providing a growth strategy for the next 2 years of the company. This project affected the social media as well as organizational structure strategic changes.

DESIGN MANAGER

Karchin Co (Bono Concept) | Nov 2016- Aug 2018

- **A & E management of Bono Concept Headquarters in Tehran**
Management and coordination between Architectural and MEP designers as well as value engineering and tender management among building contractors, and suppliers.

Experiences in Research & Academia

INSTRUCTOR & PANELIST

[Future City Innovation Lab](#) | Oct 2018 - Present

- [Live Interview With Mark Shepard](#) | Design & Emerging Technologies | Design Innovation series
- [Crypto-Park Tower](#) | Project review and panel discussion
- [WDST \(Will Design Save Tehran?\)](#) | Speculative design workshop

ASSOCIATE RESEARCHER

[Tehran Urban Innovation Center](#) | Oct 2016 - Jan 2017

- ["Tehran, Now!"](#)
Tehran Now! is a project for speculating about products, services, and platforms that may prevent Tehran's apocalyptic futures.

INSTRUCTOR

[Tehran Urban Innovation Center](#) | Oct 2017

- ["Tehran's Data Narrate"](#) | The focus of the workshop was to capitalize on design-driven urban data collection and visualization. In essence, the targeted data originates in the urban

MAHAN MEHRVARZ

surroundings and beliefs which is also capable of shaping narratives.

- **“Water Crisis Symposium”** | Design thinking workshop on Water Crisis & Urbanism
As a part of The Water Crisis Symposium, A design thinking workshop focused on Urban innovations inspired by water crisis in the context of the city of Tehran.

DIGITAL CURATOR ASSISTANT

University At Buffalo, School of Architecture and Planning | Jan 2015- Jun 2016

- Improvement and maintenance of school's digital database of lectures, public reviews and other events.

PROJECT ASSISTANT

University At Buffalo, Techne Institute Promotes Research at Intersections of Arts and New Technologies | May 2015- Sep 2015

- Project assistant to the **“Flase Positive”** By Mark Shepard and Moritz Stefaner

TEACHING ASSISTANT

University At Buffalo, School of Architecture and Planning | Sep 2014-Jan 2015

- **Code and Space**; a studio course for first-year situated technologies research group students | Supervisor: Mark Shepard | Fall 2015
- **Building Technology**; a course for third-year undergraduate and first-year graduate students | Supervisor: Nicholas Rajkovich | Fall 2014

TEACHING ASSISTANT

Islamic Azad University, Tehran Central Branch | Sep 2014- Jan 2015

- **Architectural design studio II**; a course for second year undergraduate students | Supervisor: Shadi Azizi | Spring 2014
- **Architectural design studio I** ; a course for second year undergraduate students | Supervisor: Shadi Azizi | Fall 2013
- **Intro. to architectural design II**; a course for second year undergraduate students | Supervisor: Shahab Mirzaean Mahabadi | Spring 2013
- **Intro. to Architectural design I**; a course for Second year undergraduate students | Supervisor: Shahab Mirzaean Mahabadi | Fall 2012

Memberships

- The grand chapter of **Tau Sigma Delta Honor Society** | Sigma Alpha Chapter at University at Buffalo | 2016 to present
- **Iran National Elite Foundation** | Tehran, Iran | 2017 to present

Honors and Awards

- **AIA School Gold Medal and Certificate of Merit** for general excellence in architecture at University at Buffalo | American Institute of Architecture | 2016
- **European Media Art Festival (EMAF 2017)** | Jury selected for *“Internet ‘in’ things”* | Media Installation Devison | Internet devices | 2017
- **Second Place Winner of Memar annual Award 2019** | Best renovation Projects | a workspace for architects | 2018

MAHAN MEHRVARZ

- **Chair's Award** in recognition of consistent, high caliber design work | Department of Architecture | School of Architecture and Planning | University at Buffalo | 2016
- **Academic Excellence Award** in recognition of highest overall GPA | School of Architecture and Planning | University at Buffalo | 2016
- **Academic Excellence Award** in recognition of highest overall GPA | School of Architecture and Planning | University at Buffalo | 2015
- **Dean's Scholarship** | School of Architecture and Planning | University at Buffalo | 2014
- **Chair's Scholarship** | Department of Architecture | School of Architecture and Planning | University at Buffalo | 2015
- **Phyllis Euker's Scholarship** | School of Architecture and Planning | University at Buffalo | 2015
- **Featured Project** of Research Group | Situated Technologies GRG | Department of Architecture | School of Architecture and Planning | University at Buffalo | 2016
- **First prize winner** | Pasargad Bank Head-Quarter Building competition | Pasargad Bank Co. | 2013
- **First prize winner** | Landscape Design of Bazaar in Mahalat | Memar Award of 1391(2012) | Memar nMagazine and Super Pipe Co. | 2012
- **Third prize winner** | Jey City Centre Competition | Centre for Civil and Architecture in University of Tehran | 2012

Publications

DIGITAL PUBLICATIONS

Medium:

- Where did this "Interaction" come from?: A Brief History of Interaction Design
- Building Workspace To Boost Innovation
- Who Tells Us About The Future of AI? Technologists or Storytellers?
- Scenario-Based Design In the context of Street Movement

Virgool:

- A New Park or a New Corruption Opportunity for Municipality, Contractors, and Designers?
- There Are Naive Iranian Startup Giants Who Are Afraid of The "Global Village"
- An Introduction to Urban Hybrid Spaces; Technology and Urban Space
- Making Places to Boost Innovation
- What On earth Design Thinking Is

OTHER PUBLICATIONS

- Mehrvarz, M. (2017), '**Not Another Tool**', Intersight V.19 (pp. 24-31), Journal of School of Architecture and Planning, University at Buffalo, State University of New York
- Mehrvarz, M. (2016), '**Who Steals Bikes?**', Intersight V.18 (pp. 31), Journal of School of Architecture and Planning, University at Buffalo, State University of New York
- Mehrvarz, M. (2015), '**Toward a Moving Structure**', Intersight V.17 (pp. 19), Journal of School of Architecture and Planning, University at Buffalo, State University of New York
- **Students Design Efficient Furniture for Solar House Competition** (2015), The Canning Table, Architectural Digest

Project Management skills & Computer Literacy

FRAMEWORKS & PROCESSES

- Scrum..... Comfortable
- LEAN..... Comfortable
- Design Thinking..... Comfortable
- PMBOK..... Familiar
- Scenario Planning..... Familiar

DIGITAL COLLABORATION

- Miro app..... Advanced
- Freehand..... Advanced
- Ms Teams..... Advanced

PROGRAMMING LANGUAGE

- Unix..... Upper-Intermediate
- Python..... Upper-Intermediate
- JavaScript..... Upper-Intermediate

RAPID PROTOTYPING

- Figma..... Advanced
- Adobe XD..... Advanced
- Wordpress..... Advanced
- Woo commerce..... Advanced

2D & 3D MODELING AND DRAFTING

- McNeel Rhinoceros..... Advanced

PRESENTATION AND GRAPHIC

- Adobe Photoshop..... Advanced
- Adobe Illustrator..... Advanced
- Adobe InDesign..... Advanced
- Adobe Premier Pro..... Upper-Intermediate

- Adobe After Effects..... Upper-Intermediate
- Adobe Audition..... Intermediate

ADMINISTRATIVE & MANAGEMENT

- Azure Dev Ops..... Upper-Intermediate
- GitHub..... Upper-Intermediate
- MS Share Point..... Advanced
- MS Power BI..... Advanced
- MS PowerPoint..... Advanced
- MS Excel..... Advanced
- MS Word..... Advanced
- Endnote..... Advanced
- MS Power Automate..... Intermediate

Language proficiency

- English..... Fluent
- Farsi..... Native
- Arabic..... Basic