

# Yara afshar

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## **INDUSTRIAL DESIGN . PRODUCT DESIGN & DEVELOPMENT**

“Design is about improving the world; changing the way we live”

Enthusiastic and motivated Design professional with more than 15 years of experience in Consumer Health, Home accessories, Home Decor, lighting and furniture. With multifaceted expertise across different stages of product development, discovery, design, and cross collaboration with engineering teams.

Comprehensive understanding of elements of construction and style. Creative, out-of-box thinker with talent for leading innovation with focus on human-centered design processes, including consumer needs assessment, rapid prototyping , and in-depth research. Broad range of professional design experience for well-established retailers.

### **SPECIALTIES:**

Product Design & Development | Product Design Research & Documentation | Concept Ideation  
Product Road Map | Vendor Management | Team Building

### **TECHNICAL SKILLS:**

Model Making | CNC Technology | Lazer Cutting | Prototyping | Metal Manufacturing | Sketching |  
Photography | Material Research

## EXPERIENCE

### ***Freelance Design Consultant***

*2020-Present*

- Consumer health product design and ideation
- Human factor & user experience implementation
- Identifying Pain Points
- ID & Form Factor
- CMF Documentation
- Cross Functional Collaboration with multiple teams from Design to Development
- Product Requirement Documentation

### ***Senior Product Designer I Product Development***

*2012-2020*

*Williams-Sonoma, INC I Pottery Barn*

- Manage annual development of 500+SKUs across various functions.
- Create, design and manage the development of aspirational products , devices and hardware.
- Design trend boards for fabrications, material,and color schemes.
- Design/present new ideas and concepts to executive teams.
- Creating and tracking detailed drawing specs and all correspondents with the process from predevs to preliminary samples, refinements and final products.
- Collaborate extensively with cross functional business partners to successfully streamline large, cost-effective products.
- Leading quality inspections, vendor evaluation and quality control in factories.
- Domestic and overseas travel.
- Maintain vendor client relationships.
- Translate trends into concepts that respond to business needs.

### ***Owner, Designer***

*2010-2012*

*Yaar Design Studio*

- A full-service, creative consultancy specializing in product Design and development of educational toys.
- Design children's educational toys and kit of parts from sustainable materials.
- Employ design education and hands-on projects to teach young children simple problem solving skills.
- Implement the element of PLAY in children's educational growth.
- Manage all aspects of operating a small creative studio including business development, creative direction, strategic partnership, marketing, and project management.

**Product Designer**

2008-2010

*Industrial outreach Academy, iDO*

- Utilized design methodologies to enhance student's education.
- Design DIY kits to introduce design methodologies through emerging technology and renewable energy.
- Develop hands-on interdisciplinary projects to foster curiosity and promote creativity.
- Create and deliver a design education curriculum to promote teamwork and enhance communication, organization, and presentation skills.

**Product Designer**

2008

*Whirlwind Wheelchair International*

- Collaborated in design of Rough Rider, a super-durable daily use chair
- Implemented sustainable local economic developments in design process
- Implement HCD by giving wheelchair riders a central role in all aspects of the design projects

**Product Designer**

2005-2008

*Pacific Coast Lighting*

- Design Lighting fixtures and home accessories for major retail clients.
- Create fresh design solutions for licensed brands
- Collaborated with manufacturers and engineers
- Develop design concept and drawings

**AWARDS AND ACHIEVEMENTS:**

- Epsilon-Pi Tu Honor Graduate Student- The International Honor Society for Professionals in Technology.
- Community Championship Award for outstanding leadership and lasting contribution
- IDSA Pilot Recognition Project
- Inveniam Design Award- Design to Inspire

**EDUCATION:**

**San Francisco State University, San Francisco, CA**

Master of Arts- Product Design

Bachelor of Arts- Industrial Design