

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 ten years of experience in Home Décor, Home Accessories, lighting, and accent furniture. With multifaceted expertise delivering constructive trend-relevant, meaningful, and innovative designs.

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:

Project Management
Vendor Management
Concept Ideation
Client Presentations

Product Design & Development
Design Research
Product Marketing
Material Specifications

Additional Technical Skills:

Model Making 3D Design • CNC Technology • Laser Cutting • Graphic Design • Rendering • Prototyping
• Metal Manufacturing • Hand Sketching • Photography • Prod Material Research & Tech Processes

Software Applications: SolidWorks • InDesign • AutoCAD • Graphite • Photoshop • Illustrator
• SketchUp

EDUCATION & PROFESSIONAL DEVELOPMENT

San Francisco State University –San Francisco, CA

Master of Arts—Product Design

Bachelor of Arts—Industrial Design (Product Design)

Honors Graduate

Internship: Knoend – Knoend, an ecodesign studio operating on the belief that design can be a powerful catalyst for change

PRODUCT DESIGN EXPERIENCE

Senior Product Designer I Product Development ***Williams-Sonoma, INC. I Pottery Barn***

2012 – Present

In charge of creating and tracking detailed drawing specifications and all correspondence within the process from predevelopments to preliminary samples, refinements and final production.

Manage annual development of 500+ SKUs across various functions.

Design and present new ideas and concepts to executive team, sourcing and merchandising teams while working closely with engineering to develop the most unique, cost effective and finely constructed products.

Collaborate extensively with cross-functional business partners to successfully streamline large, cost-effective product. This included engineering packaging design, overseas and internal correspondence, negotiating price quotes, leading quality inspections and control in factories and warehouse, domestic and overseas travel, and maintaining positive vendor/client relations.

Create, design and manage the development of aspirational products and hardware.

Daily management with overseas vendors and agents with cross-functional development trips to support peak seasons. Translate trends into concepts that responds to business needs. Manage all developments in the department for timely approvals, PO placements and delivery to distribution centers.

Design trend boards for fabrications, material, color schemes and design.

Close collaboration with merchandising, engineering, and sourcing teams to launch flawless products while maintaining high margins and low MOQs.

Product Designer ***Yaar Studio***

2010 – 2012

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 partnerships, marketing, and project management.

Product Designer/Product Development Leader
Industrial Design Outreach Academy, iDo.

2008 – 2010

Implemented the element of PLAY in educational growth of children. Utilized design methodologies which enhance students' education. Developed design-it-yourself kit which introduces students to design methodology through emerging technology and renewable energy. Developed hands-on interdisciplinary projects to foster curiosity and promote creativity. Created and delivered design education curriculum to promote teamwork and to enhance communication, organization, and presentation skills. Collaborated with engineers at the Exploratorium.

Product Designer
Whirlwind Wheelchair International

2008

Collaborated in design of *Rough Rider*, a super-durable daily-use chair Implemented sustainable local economic development in design process. Focused on Human-Centered-Design (HCD) by giving wheelchair riders a central role in all aspects of the design project.

Product Designer
Pacific Coast Lighting

2006 – 2008

Designed lighting fixtures and home accessories for major clients, such as Pottery Barn, Kathy Ireland Home, Dick Idol, Tommy Bahama, and Lamps Plus brands. Designed private-label products, such as lighting fixtures and home décor for large big box customers. Created fresh design solutions for licensed brands. Collaborated with manufacturing, safety, engineering and marketing. Developed design concept and drawings for Lamps Plus Contemporary Line. Liaised with international vendors and factories to finalize designs by selecting the best trend-relevant textiles and finishes.

Product Designer/Project Manager
San Francisco State University Accessible Landscapes

2005 – 2006

Designed digital, solar-powered wind-chimes as audible landmarks to assist individuals with visual impairments in navigating around SFSU campus. Managed the projects to facilitate and improve wayfinding and sound-web systems between four fundamental campus landmarks. Organized focus groups to identify the best audio library for use in wind-chime electronic chips.

ADDITIONAL DESIGN EXPERIENCE

Independent Design Contractor/Design Consultant
Stanford University – Jana and Baladoor Production

Feb – June 2012

Served as a graphic designer and marketing specialist. Designed brushers, posters, and marketing materials. Collaborated with team of production managers and directors as a creative thinker to develop more effective marketing and promotional strategies

EXHIBITIONS & PUBLICATIONS

111 Minna Gallery
The Lab Gallery, featuring artist Guillermo Gomez-Pena
Sociart Exhibition
Create Fixate Gallery
Art Through Women's Eyes
Oakland Metal Arts Guild

Acumen – Insight in the Design Process
College of Creative Arts, San Francisco State University—Design and Disability

AWARDS & ACHIEVEMENTS

- Epsilon-Pi Tu Honor Graduate Student – The International Honor Society for Professionals in Technology
- Community Champion Award—for outstanding leadership and lasting contribution
- Golden Gate Xpress Magazine Interview—Undergraduate Thesis Project
- IDSA Pilot Recognition Project
- Inveniam Design Award—Design to Inspire)