

Professional Profile

An experienced industrial and graphic designer with 10 years of proven success in the industry, who possess a deep understanding of the design process from conception to execution. My extensive experience working with industries and manufacturing systems in addition to teaching design courses has given me a unique perspective on design challenges and opportunities. I am known for my ability to work in a team and meet deadlines, while maintaining a high level of responsibility and attention to details.

Core Skills

- Time Management
- Critical Thinking
- Problem Solving
- Adaptability
- Creativity
- Continuous Learning
- Collaboration
- Leadership
- Communication

Education

University of Alberta
Edmonton, Alberta
2022 - 2025

- Master of Design (Thes) in Art and Design, **Industrial Design**
- GPA: 4.00 / 4.00
- Dissertation: Enhancing Emotional and Social Development in Children with visual impairments aged 6 to 10 Through Game Design

Imam Reza University
Mashhad, Iran
2010 - 2013

- M.S. in **Publication Management**
- GPA: 17.03 / 20.00
- Dissertation: Studying the views of publishers, experts and readers related to various mass media on book introduction and sales

Azad University
Mashhad, Iran
2006 - 2010

- B.S. in **Industrial Design**
- GPA: 16.80 / 20.00
- Dissertation: Isfahan handicraft packaging

Career Summary

Self-Employed / Freelance

Toronto, Canada
2025 - Present

Illustrator & Visual Designer

As a freelance illustrator and visual designer, I create character-driven illustrations for *The Little Seers* children's book series, applying design principles to support storytelling focused on emotional growth, perception, and eye health.

<https://elajaberi.com/little-seers/>

Crate and Barrel

Edmonton, Canada
2023 - 2025

Design Expert / Sales Associate

As a Sales Associate with a design background, I apply my expertise to provide personalized recommendations and enhance the customer experience. I leverage my design knowledge to assist customers in selecting products that match their aesthetic preferences and functional needs. I also support store goals and initiatives to maximize company growth.

Deghat Wood Industry

Mashhad, Iran
2020 - 2022, 2013 - 2016

Designing Department Manager, Senior Industrial Designer

As Designing Department Head, I led a team, oversaw projects, and optimized shop drawings for efficient installations. I ensured quality in manufacturing, maintained communication, and tailored solutions to meet employer requirements.

Pardis Ceram Pazh

Mashhad, Iran
2019

Senior Graphic Designer

As the senior graphic designer, I focused on creating tile and ceramics patterns to meet customer needs and stay on top of trends. I coordinated with other designers to ensure teamwork and delivered high-resolution designs with detailed options.

Homa Hotel

Mashhad, Iran
2017 - 2018

Quality Control Specialist for Woodwork and Decorations

In my position, I assessed wooden decorations and objects for quality and design, ensuring they matched shop drawings and customer needs. I created a checklist to identify issues and oversaw the repair process to resolve any concerns.

Jahan Hotel

Mashhad, Iran
2016 - 2017

Interior and Graphic Designer

My primary responsibility was designing interior spaces and furniture, focusing on user-centered designs tailored to individual needs. I worked on various projects, including residential, commercial, and furniture design. Additionally, I handled graphic design tasks like creating layouts and catalogs to present our projects to clients.

Teaching Assistant Experiences

University of Alberta

Edmonton, Alberta
Sept 2023

Courses:
DES 300 X01- Foundations of Industrial Design I
DES 302 X01 - Introduction to Visual Presentation I

University of Alberta

Edmonton, Alberta
Jan 2023

Courses:
DES 139 B1 - Design Fundamentals II
DES 303 X50 - Intro to Visual Presentation II

University of Alberta

Edmonton, Alberta
Sept 2022

Courses:
DES 135 - Design Fundamentals
DES 403 - Furniture Design Principles & Practices I

Teaching Experiences

University of Alberta

Edmonton, Alberta
Jan 2024 ï Jan 2025

Course:
DES 135 - Design Fundamentals

Sama Technical and Vocational Training College

Mashhad, Iran
2019 - 2020

Course:
Environmental Graphic Design

Kavian Institute of Higher Education

Mashhad, Iran
2018 - 2019

Courses:
Packaging
Environmental Graphic Design

Ferdows Institute of Higher Education

Mashhad, Iran
2015 - 2020

Courses:
3ds Max software
Drawing geometry

University of Applied Sciences, Farhang and Honar 2

Mashhad, Iran
2014 - 2017

Courses:
AutoCAD software
3ds Max software

University of Applied Sciences, Mashhad Municipality

Mashhad, Iran
2015 - 2018

Courses:
AutoCAD software
rules and arrangement of furniture

Professional Skills

Software

- 3Ds Max
- Photoshop
- Rhino 3D modeling
- AutoCAD
- Certification: AutoCAD certification of Technical and Vocational Training Organization, 2008

Language

- IELTS Overall score: 7
(S: 8, R: 7.5, W: 7, L: 7.5)

Honors and Awards

2022	Awarded University of Alberta Graduate Recruitment Scholarship, Edmonton, Alberta
2014	Design and construction of Haft-Sin (the traditional display of Nowruz in Iran), Mashhad, Iran
2012	2nd place in first urban furniture design, Mashhad, Iran
2012	Participation in design and construction of the first children's town in the country, children and future cultural center, Mashhad, Iran
2009	2nd place in first Industrial Design Competition, Azad University of Mashhad, Iran

Publications

Journal of Publishing 2
No.5 (2013): 45

- Studying effective methods of book advertising from the perspective of media and communications experts

Journal of Publishing 2
No.3 (2012): 59

- To study opinion of publishers about kind of media in introducing and selling books