

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
- Adaptability
- Collaboration
- Critical Thinking
- Creativity
- Leadership
- Problem Solving
- Continuous Learning
- 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

Arjan Design Company

Mashhad, Iran
2010 - 2013

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 - 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

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| 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