

Masoud Sistani

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RESEARCH INTERESTS

Products Design
Creative Digital Experiences
Human Computer Interaction
Computational Creativity
Game Design
Gamification and changing behaviour
Purposeful Entertainment
Educational Technologies
Augmented Reality
Virtual Reality Application
Artificial Intelligence
Machine Learning

MEMBERSHIPS

Society of Industrial Design
Isfahan University of Art
2015 – 2017
Association of Mobile Software developers
Iran
2014 – 2017

REFERENCES

Mr. Roozbeh Parchami
Faculty Member at Isfahan University of Art
r.parchami@au.ac.ir

Mr. Vahid Daem Inanloo
Former faculty Member at Isfahan University of Art,
Creative director at SNOWA Company
vahid_daem@yahoo.com

Dr. Mohammad Sadegh Sohrabi
Full-time Faculty Member,
Head of Research Dept.
Isfahan University of Art
ms.sohrabi@au.ac.ir

Mr. Saeed Tavoosi
Head of Design,
Digikala company
Saeed.tavoosi@digikala.com

ACADEMIC QUALIFICATION

- Isfahan University of Art, Iran
Bachelor of Design in Industrial Design
Major GPA: 18.43/20, Overall GPA: 16.69/20
Jan 2014 – Jan 2019
Thesis: Experience Sharing Platform Based on GeoLocation Augmented Reality and Gamification
Thesis Advisor: Roozbeh Parchami

ATTENDED SEMINARS, WORKSHOPS OR COMPETITION

- Mentorship
Isfahan University
2019
Global Game Jam
Art and Design
- Design Competition
Samsung
2018
OLED Lighting
2 Work pieces
- Workshop
National Performing Arts Institute
2017
Performing
- Workshop
Isfahan University of Arts
2016
Sustainable Design
- Game Design Competition
Isfahan University
2016, 2017, 2018
Game Marathon
- Workshop
Isfahan University of Arts
2016
Design software and tools
- Design Competition
Zanjan Province
2015
Industrial & Handicraft
- Workshop and Competition
Art University of Isfahan
2014
"Minute 90"

TEACHING EXPERIENCES

- Private tutoring class
Tehran
Jun 2018, Oct 2018
Game production pipeline
- Teacher Assistant
Isfahan Art University
Jan 2017 – Mar 2017
Autodesk 3ds Max
Adobe After Effects
- Series of workshops
"Mashahir" Software Academy
Jun 2016 – Jul 2016
Autodesk 3ds Max
- Series of workshops
"Noor" CG Art Studio
May 2015 – Aug 2015
Augmented Reality with Unity

SKILLS

Design Skills

Product Design
Service Design
Motion Design
User Experience Design
User Interface Design
Game Design
Game Concept Design
Interaction Design
Prototyping
Wireframing

UX Skills

Persona
User Research & Synthesis
User Journey Mapping
Storyboarding
Usability Testing

Programming Skills

C# Programming
Android Programming
HTML, CSS, JavaScript

Software Skills

Autodesk 3ds Max
Adobe After Effects
Zbrush
Unity 3D
Substance Painter
Sketch
Adobe Photoshop
Adobe Illustrator
Adobe XD
Resolume Arena
Autodesk Mudbox

Languages

Persian: Native Languages
English: Fluent

Interests and Hobbies

Singing (performed in four live concerts)
Playing Guitar, Harmonica
Sports (Tennis, Karate)

HONORS AND AWARDS

- Dubai Global Grad Show
2018
Selected Project "C. Mile"
- Tehran Game Competition
Iran Computer Games Foundation
2017
1st Rank
- "90-Minute" Design Competition
Design Representative Mostafa Arvand
2014
1st Rank
- Industrial Design Competition
Isfahan University of Arts
2014
1st Rank /Best 3D Visualizer
- Game Marathon
Isfahan University
2014
2nd Rank
- E-Motorcycle Design Competition
Amirkabir University of Technology
2015
1st Rank
- University Entrance Exam Rank
National University Entrance Exam
314 of 31595
- Student Web Design Competition
National contest for highschools
2012
4th Rank

ENTREPRENEURSHIP EXPERIENCES

- Interactive Media and Game
2017 – 2018
Arka Innova Studio
Founder, Art Director and Game Designer
- Interactive Media and Game
2014 – 2016
Farabod Design Studio
Founder, Product, UX and UI Designer

JOB EXPERIENCES

- Digikala
Top rank IT Company in Iran
2019 – Present
Product and Motion Designer
Tehran, Iran
- Opar Digital Experiences
Digital Media Startup
2018 - 2019
CTO, Game Developer, Interaction Designer
Tehran, Iran
- Mine Design Studio
Design Studio
2016 - 2018
CTO, Game developer, Interaction Designer
Tehran, Iran
- Cyrus (Noavaran Rahe Andisheh)
Design Studio
2016
AR Developer, Interaction Designer
Isfahan, Iran
- Papata Game Studio
Game Studio
2014 - 2016
3D Modeler, Animator, Concept Designer
Isfahan, Iran
- Zana Games Studio
Game Studio
2014 - 2016
CG Artist, UX, UI Designer, Motion
Graphic Designer
Isfahan, Iran

PROJECT AND TECHNOLOGY EXPERIENCES

- **Virtual Reality for Isfahan City**
Isfahan Municipality
2020
 - **Virtual Reality for Isfahan City**
Isfahan Municipality
2019
 - **Diet, Medical Serious Game**
Opar Digital Experiences
ordered by Novonordisk
2019
 - **Informative Obesity Serious Game**
Opar Digital Experiences
ordered by Novonordisk
2019
 - **Interactive Presentation**
Opar Digital Experiences
ordered by Novonordisk
2019
 - **3D Projection Mapping**
Opar Digital Experiences
ordered by Novonordisk
2019
 - **Hacker, Escape Room**
Opar Digital Experiences
2019
 - **Children Interactive Storybook**
Mine Design Studio
2018
 - **MINE Creativity Platform**
Mine Design Studio
2018
 - **Cube Wars**
Arka Innova Game Studio
2017
 - **Sheikh Lotfollah Mosque Tour**
Noor, art and architecture studio
2017
 - **Talents Competition Android App**
Municipality of Isfahan
2017
 - **Elixir Mobile Game**
Pouyan Game Studio
2017
 - **Virtual Isfahan Application**
Afra Smart Home Company
2016
 - **Isfahan "Takht-e Foulad" Tour**
The University of Isfahan
Cultural Heritage Org of Isfahan
2016
 - **Beyond The Borders**
Papata Game Studio
2016
 - **Peyk Motori (Delivery Boy)**
Zana Games Studio
2016
 - **Online Real-Time Football**
Papata Game Studio
2016
 - **5 Animations, Urban TV Channel**
Isfahan Municipality Culture Committee
2012
- Virtual Sightseeing**
Project manager, Interaction Designer and Developer
 - Augmented Reality Storybook for tourists**
Project manager, Interaction Designer and Developer
 - Endless Runner Game based on Kinect**
Designer and Developer
 - Dart Game, Hand Gesture by Leap Motion**
Interaction Developer
 - Hand Gesture by Leap Motion**
Interaction Developer
 - VFX, Realtime Composition**
VFX Artist, Stage Video Director
 - Augmented Reality Application**
Development
 - Augmented Reality Application**
Developer and Interaction Designer
 - Children Creativity Service's Application**
UI and UX Designer
 - Real-Time Online Mobile Game**
Game Designer, Art Director, Modeling and Animation
 - Mobile 3D Virtual Tour**
Development and Implementation of Virtual Tour
 - Mobile Virtual Reality Tour**
UI and UX Designer
 - Mobile Virtual Tour**
UI and UX Designer
 - Augmented Reality Application**
UI and UX Designer
 - VR Sightseeing Application**
Application Design and Development
 - Mobile Game**
Concept Designer, 3D Modeler, Animator
 - Mobile Game**
Game, User Interface and Level Designer
 - Mobile Game**
Character and Environment Designer and Modeler
Animator
 - Five Short 3D Animation**
Modeling, Animate, and Rendering