

Mehrnaz Amouei

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Experienced Industrial & Product Designer, System Designer, and System Engineer with a strong background in research data analysis and user behavior. Skilled in designing user interfaces, developing applications, and programming front-end solutions to create innovative, user-centric products.

SKILLS, TOOLS & TECHNOLOGIES

Skills

- **UX/UI & Product Design:** User-Centered Design, Interaction Design, Accessibility, Design Systems
- **Research & Analysis:** User Research, Qualitative & Quantitative Research, Usability Testing, Data Analysis
- **Prototyping & Development:** Ideation, Wireframing (High & Low-Fidelity), Prototyping, Storyboarding
- **Front-End & App Development:** UI Design, Frontend Development, App Programming, System Design
- **Intraction Design:** AR/VR Interfaces, Motion & Tactile Feedback, Physical Computing, Prototype Fidelity

Tools & Technologies:

- **Design & Prototyping:** Figma, FigJam, Adobe Photoshop, Illustrator, InDesign, XD, CC, After Effects, Miro, Mural, Procreate
- **3D & CAD Tools:** SolidWorks, Rhino, KeyShot, AutoCAD
- **Development & Engineering:** Visual Studio Code, Docker, GitHub, JavaScript, HTML, CSS, JSON, Python, Unity, SQL, Arduino
- **Productivity & Data Analysis:** Power BI, Microsoft 365, Google Workspace, WordPress, Notion, SAP

AFFILIATIONS

- Professional Member of Industrial Designers Society of America (IDSA) Jan 2024 – Present
- Member of the National Society of Leadership and Success (NSLS) Aug 2024 – Present

WORK EXPERIENCE

Insurance Navy

Jul 2025 – Present

Multimedia Designer, Full-time, Chicago, U.S.

- Designed and produced **cross-platform** visual content, including **animations**, **motion graphics**, social media videos, and promotional materials to enhance brand **storytelling** and user engagement.
- Developed interactive assets and digital interfaces, collaborating with **marketing**, development, and **UI teams** to create responsive content for web, email campaigns, and mobile platforms.
- **Led end-to-end multimedia production**, from concept to final output, utilizing tools like Adobe After Effects, Premiere Pro, Illustrator, and Figma to create visually compelling experiences beyond static design.

TheiaXR

May 2025 – Present

Junior Product Designer, Remote, U.S.

- Collaborated with **doctors**, **engineers**, and **researchers** to design an **XR**-based OSCE training platform using responsive, real-time virtual characters for clinical education.
- Led end-to-end UX/UI design for both website and app using Figma and Adobe XD, developed wireframes, **interactive prototypes**, and an accessible, scalable design system.
- Created adaptive **3D virtual patients** in Blender and **Unity**, replacing in-person actors with interactive **simulations**, significantly lowering training costs and improving flexibility.

Micro Nano Robotics Laboratory, SUT

Sep 2021 – Sep 2022

Industrial Designer, Full-Time, Tehran

- Designed **PCR** and **Glove Box** systems using SolidWorks and Rhino, applying DFM and **ergonomic** principles to optimize usability, cleanliness, and manufacturability for lab use.
- Developed precise CAD drawings and early-stage prototypes for **lab-on-a-chip devices** using AutoCAD and Arduino, incorporating GD&T and aligning with machinists to ensure tolerance, fit, and material feasibility.
- Facilitated Agile-based workflows via Notion and Google Suite, streamlining low-volume production by improving **cross-team** documentation, technical specification handoff, and fabrication readiness.

Vala Design Studio

Oct 2021 – Dec 2021

Product & Industrial Designer, Internship, Tehran

- Designed a smart retail trolley system for **Snapp!**®, a ride-hailing and delivery platform expanding into retail logistics. The trolley integrated barcode scanning, auto-locking wheels, and **NFC payment** functionality. Applied Rhino and SolidWorks for ergonomic modeling and used Figma to streamline the user flow. Conducted three rounds of rapid prototyping, resulting in a 32% reduction in average checkout time and a 49% improvement in validation efficiency.
- Improved the hardware and user interface of **ID Pay**®, an NFC-based mobile payment platform. Developed interface prototypes with Figma and Adobe Illustrator, and visualized hardware aesthetics using KeyShot. Incorporated feedback from user interviews and A/B testing to enhance usability in retail environments. Post-test surveys and NPS scores indicated an increase in user satisfaction from **42% to 91%**.

EDUCATION

University of Illinois Chicago	Aug 2023 – May 2025
Master of Industrial Design (GPA: 3.8)	
Tehran University of Art	Sep 2018 – Sep 2022
Bachelor of Industrial Design & Engineering (GPA: 4.0)	

SELECTED PROJECTS

POCO Robot & AI Application
AI-Enhanced Companion App & Soft Robot, Thesis Project – UIC
<ul style="list-style-type: none">• Purpose: To help with digital overload and emotional exhaustion at home, an AI-powered companion that can filter unnecessary smartphone notifications and also provide real-time emotional support by engaging in voice-based conversation and recognizing mood.• Apps: Custom mobile app developed with JavaScript, Figma for interface prototyping, and integrated with ChatGPT API, notification filter with refined filters, leaving behind only must-see calendar reminders and notes.• Hardware: Soft physical form intended for domestic use. There's a microphone, voice recognition, speaker response, 3D-printed housing, controlled by an Arduino with emotional feedback.
ParCeh Application
Textile-Inspired Navigation App, Self-Initiated – UIC
<ul style="list-style-type: none">• Purpose: To develop a user-friendly navigation system for urban exploration, with cultural content and contextual interaction to enable people to explore cities through themed routes based on personal preferences.• Created the user interface with Figma and Adobe Illustrator, and created the interactive front-end prototypes using HTML and CSS. The app eschews search-based navigation for non-linear exploration modes like “Cultural History,” “Art Landmark Trail,” and “Personalized Missions,” with prompts such as “Not sure where to go and what to do?” to provide context-based routing.
Code of Survival VR
Immersive Storytelling Game, Collaborative Project – UIC
<ul style="list-style-type: none">• Purpose: Bringing the systemic obstacles that immigrants encounter to life through empathetic, interactive VR storytelling.• The project mixes design, theater, and coding. It has been implemented in Unity3D (C#) and used with Adobe Illustrator, Maya, and Blender, and demonstrated on the CAVE2 immersive system. It includes four interactive units: Language, Economy, Legal Status, and Belonging. Using gestural and glance-based interaction, the players fly through symbolic landscapes, following a story that changes on the basis of the choices made by the players. The accompanying recording was made in Sydney on the same minimal setup.

FEATURES & EXHIBITION

• DeZeen Magazine: POCO “A Soft Robotic Companion Reimagining Emotional AI”	2025
• Chicago Magazine: Reva “A Dialogue Between Technology and Nostalgia,”	2024
• REWORK Exhibition, Secrist Gallery, Chicago	
• Making(do) Exhibition, SilverRoom Design Lab, Chicago	

AWARDS & SCHOLARSHIP

• IDA Design Awards, Silver Winner, Home and Gardening category, Los Angeles, US, 2024.
• IDSA Student Merit Award, Nominee, Chicago, US, 2025.
• Larson Scholarship for Academic Excellence, UIC School of Design, Chicago, US, Spring 2023.
• Chicago Consular Corps Professional Development Award, the international consulate community in Chicago, US, 2025.
• Board of Trustees Fellowship for Academic Excellence, UIC School of Design, Chicago, US, Spring 2023.
• Ranked 1st, National Master’s Entry Exam, Tehran, Iran, 2022.

CERTIFICATIONS

• Certificate of Learning Path: “ Sustainable Tech “, Microsoft & LinkedIn Learning.
• Certificate of Learning Path: “ Developing SQL Databases “, “ HTML & CSS “, Mimo.
• Certificate of Course Completion: “ Design thinking for business strategy and entrepreneurship “, The University of Sydney.
• Certificate of Course Completion: “ UX Foundation: Prototyping “, LinkedIn Learning.
• Certificate of Course Completion: “ Design Accessibility “, “ UI Components I & II “, “ HTML for Designers “, UXCEL.

TEACHING EXPERIENCE

• Adjunct faculty, DES140: Design Drawing at the UIC School of Design.	Aug 2025 – Present
• Primary instructor, Teacher Assistant, DES140: Design Drawing at the UIC School of Design.	Jan 2023 – Jul 2024
• Adjunct faculty, Design Thinking, University of Tehran	Apr 2021 – July 2021

All references are available upon request.