



M A D J D

INDUSTRIAL DESIGNER

STYLIST + SPECIALIST

DESIGN PORTFOLIO

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# ABOUT

During my 18 years of professional experience as an industrial designer, I have successfully worked with more than 40 companies (hired position and freelancing) on various branches of design such as product design, package design, furniture design, transportation design & etc. I am also proficient in manufacturing techniques, material and CMF knowledge and have experience working with different materials such as concrete products as a highlight.

My expertise in design is inspired by nature, by using its various elements and organizing them in the "golden ratio" format and paying attention to the cultural consciousness, I'm able to implement spirituality and timelessness to my designs.

For ideation and creative development process, I use methods such as "brain storming", "TRIZ", "deconstruction" and other development techniques to ensure the best result for the finished product.

My greatest career highlights has been collaborating with "Porsche design" as well as being awarded and recognized by the international design community such as "Red dot", "DNA Paris", "European Awards" and "IDA" which have illuminated my career.



## Recognition & Awards

FROM

2002 - 2021

- IDEA Design Award winner - 2021
- Boneh Persian Design award - 2021
- DNA Paris Design Award - 2019
- ED Award - European Design Award - 2019
- Red Dot Design Honor & Award - 2016
- Design after Design Biennale - Milan - Italy -2016
- ID-IranDesign award, Vabel Package PET - 2016
- Worked with PORSCHE DESIGN STUDIO Turkey - 2013-2014
- Top 10 Gallery - Car body design - 2009
- Tree times in Persian figures Biennale - 2002-2004



**PORSCHE DESIGN**  
STATIONERY PRODUCTS

**PORSCHE DESIGN**  
PRODUCTS



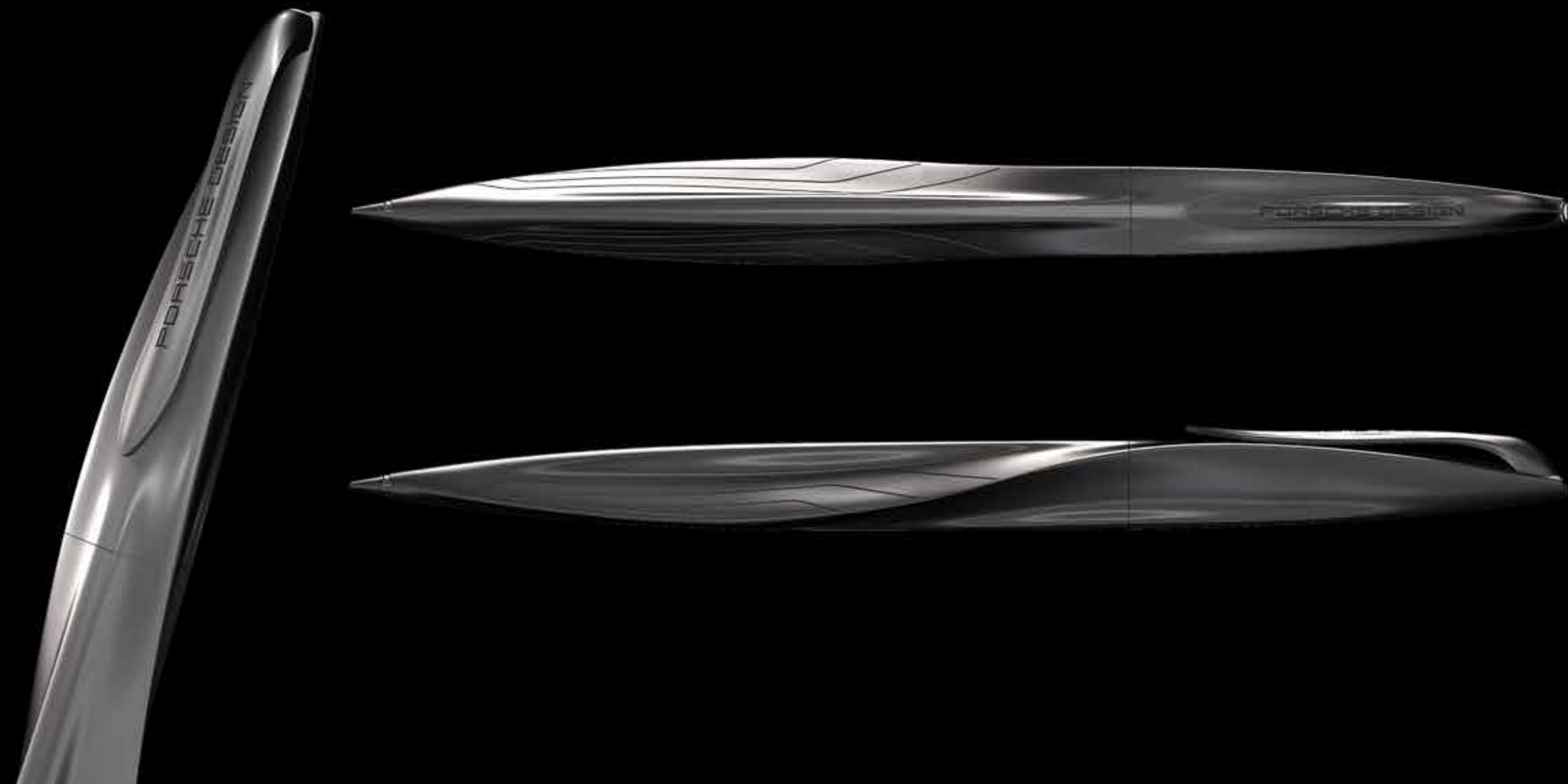
# PORSCHE DESIGN PRODUCTS - STORM

A belligerent and influential style which take into account the smoothness and ease of movement of the fingers along the body of the pen.



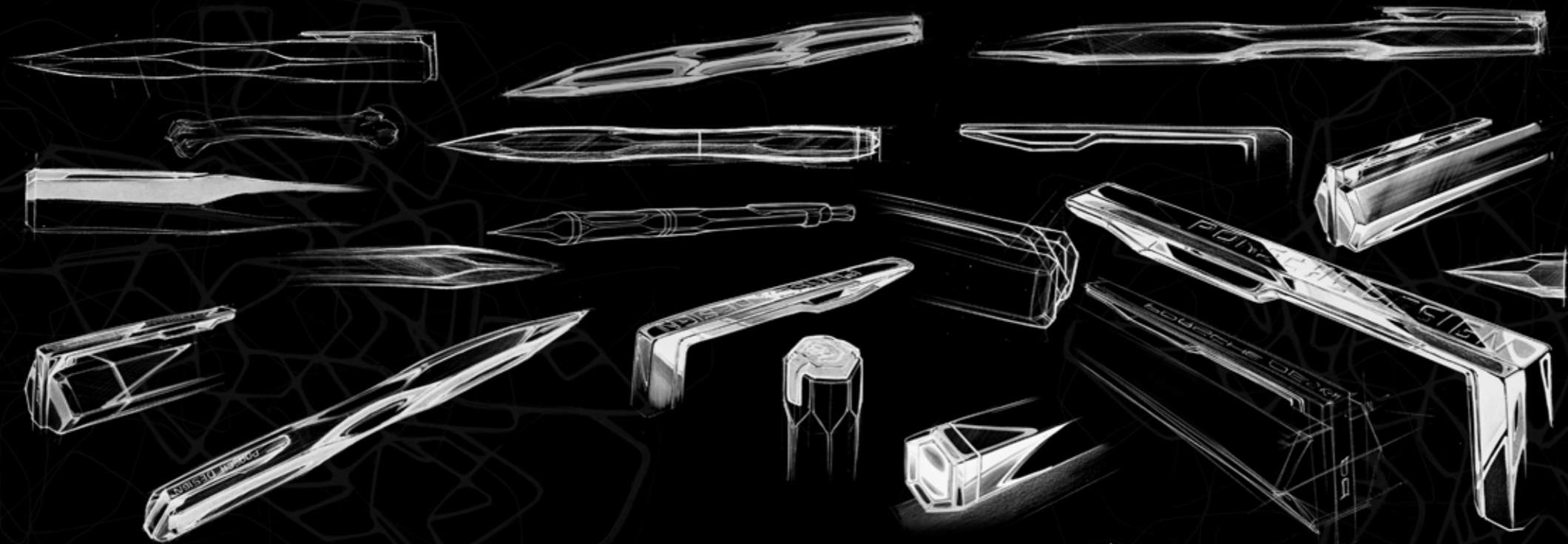
PORSCHE DESIGN

PRODUCTS - STORM





PORSCHE DESIGN  
PRODUCTS



# PORSCHE DESIGN

## PRODUCTS - BONE

The pin is consisted of two parts, the top part which can be manufactured by CNC and the bottom part which is a bended surface; forming a new shape when joining together.



The golden ratio is used in every detail.

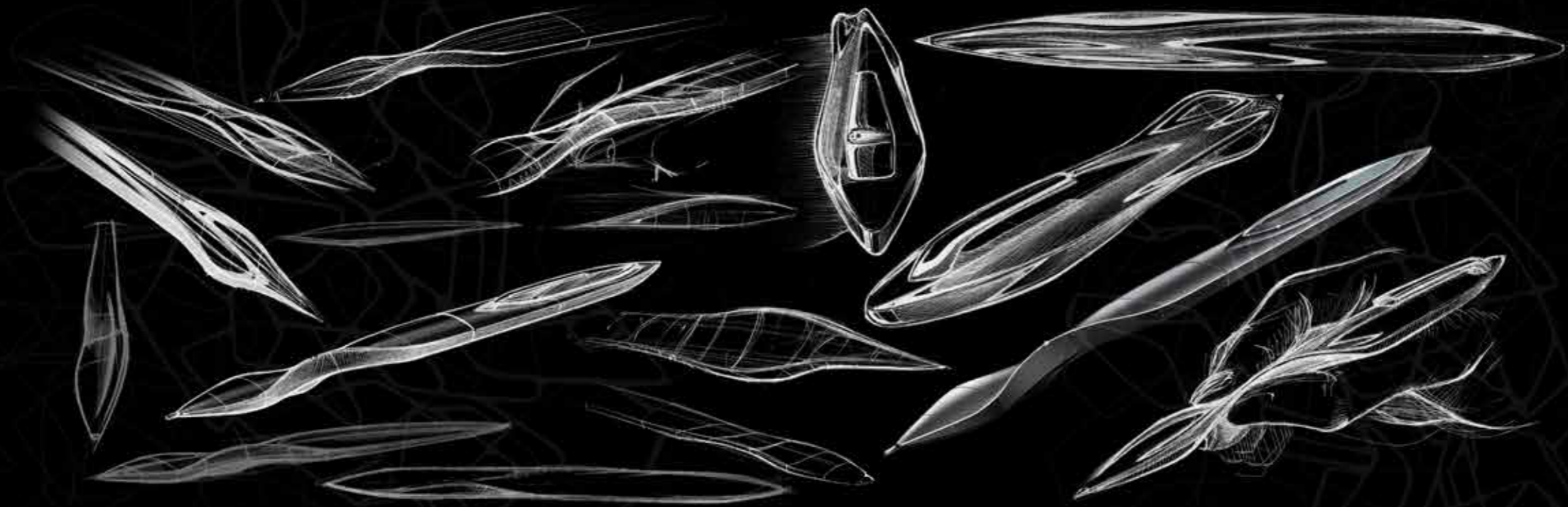


PORSCHE DESIGN

PRODUCTS - BONE



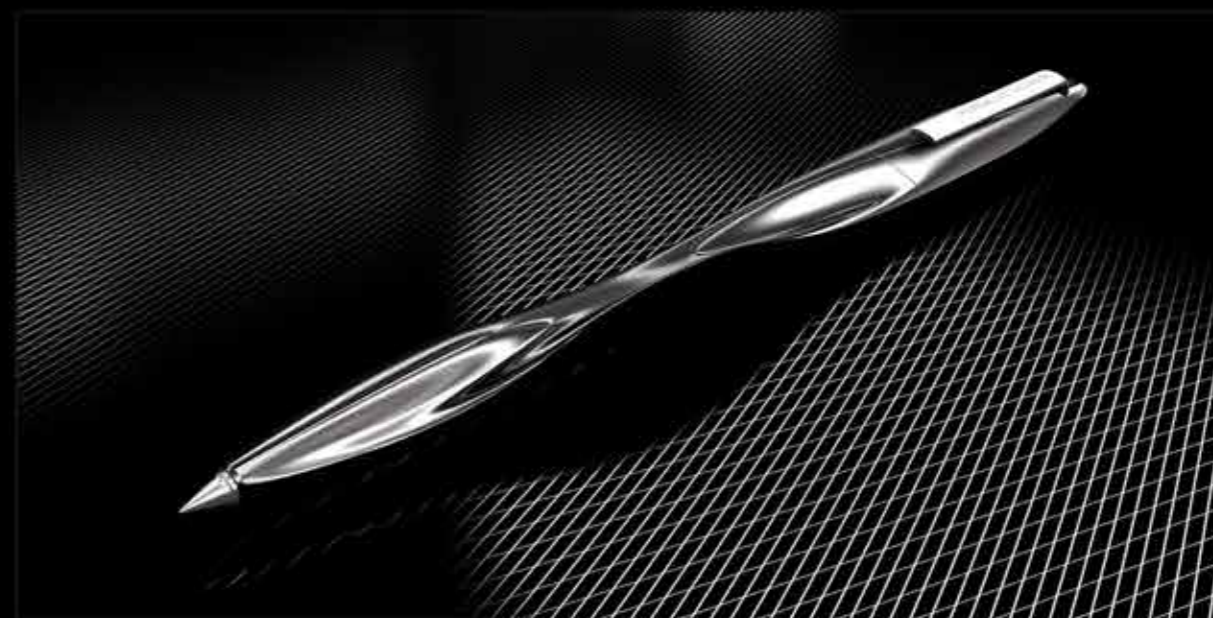
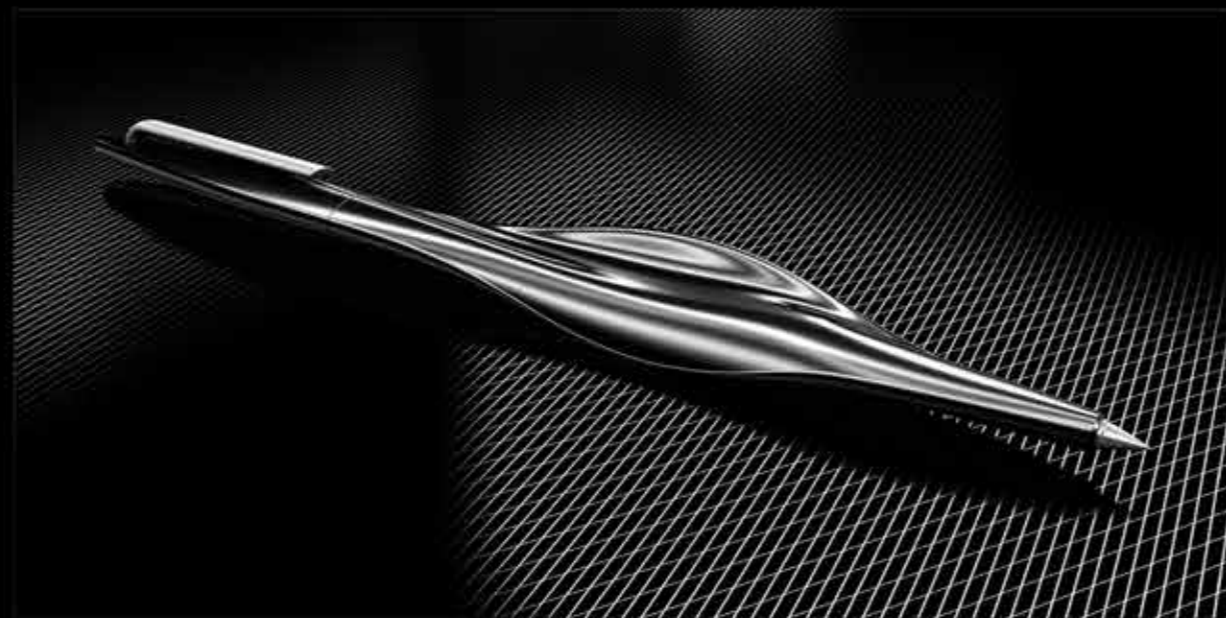
**PORSCHE DESIGN**  
PRODUCTS



## PORSCHE DESIGN

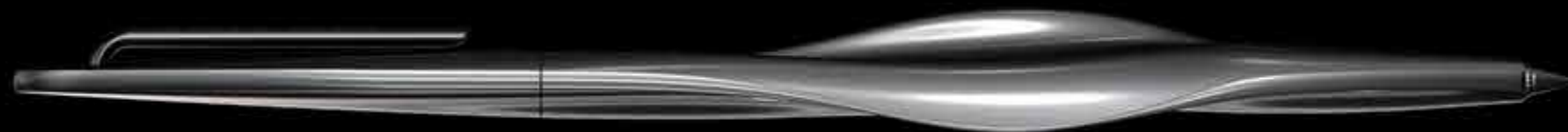
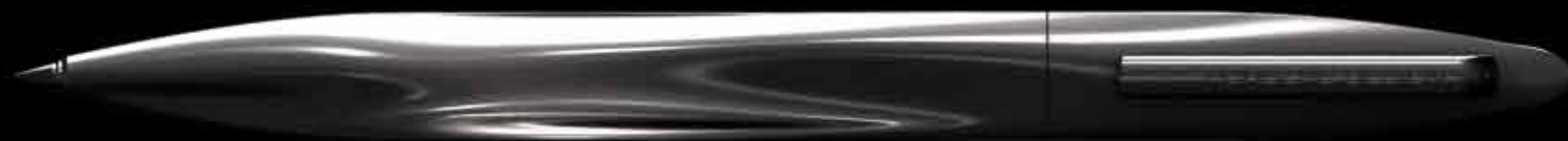
### PRODUCTS - WAVE

Instead of making the fingers of the user to take the shape of the pen, here the pen is designed to take the shape of the fingers.



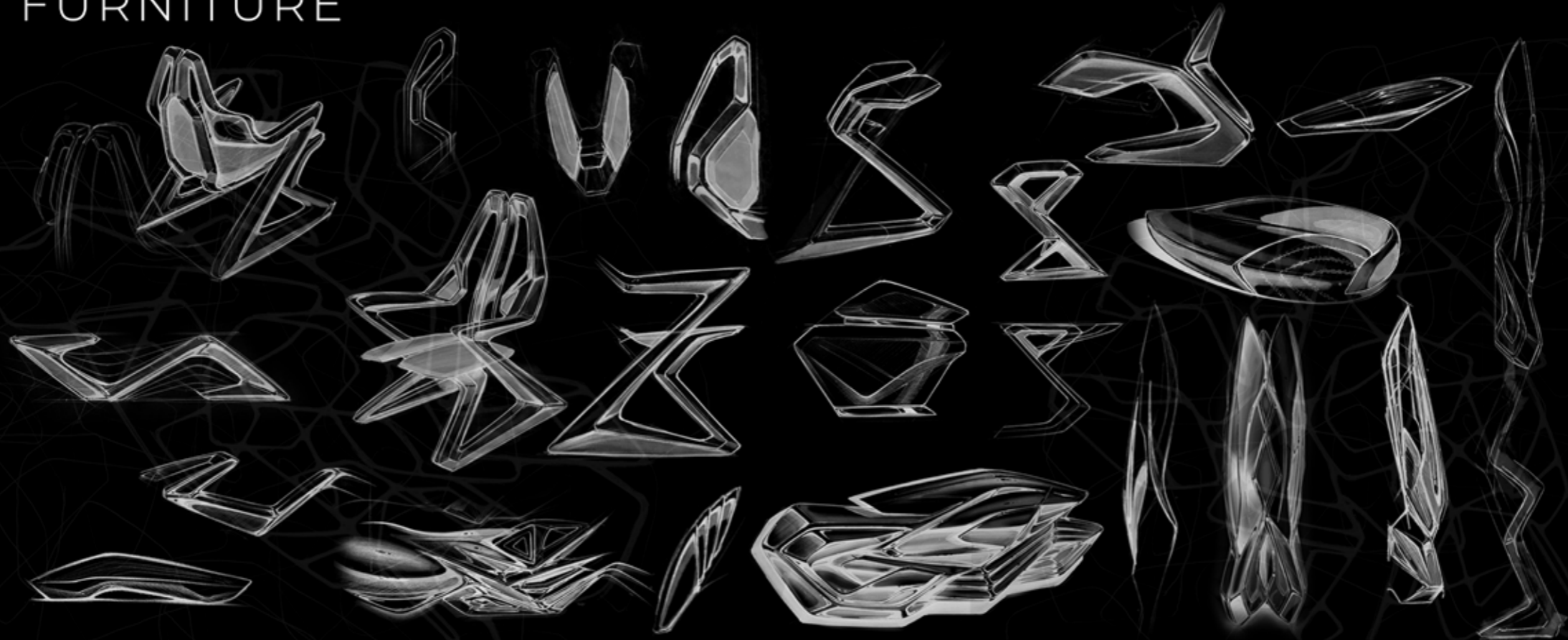
# PORSCHE DESIGN

PRODUCTS - WAVE



**PORSCHE DESIGN**  
FURNITURE DESIGN

PORSCHE DESIGN  
FURNITURE





# PORSCHE DESIGN

## FURNITURE - EDGE CONCEPT

There have been very few events in the world history that have led to new styles in designing. The spaceflight of Apollo 11 to the moon was one of these events that caused a revolutionary change in the design industry. The effects of these changes caused by this fundamental alternation in interior and exterior car design can still be clearly seen as a symbol for each country. This set of design has been inspired by interior car design which is the result of an appropriate mixture of modern art and technology.

As regards in recent years architectural design and product design has been merged and now we come to a unity. So we use the concept of car's interior space to design this furniture set. The main goal of the designer is to create a sense of beauty and admiration by an objective audience free of prejudices. Also, conducting precise calculations and analyses before designing, paying attention to proportions and practicality and the use of modern angles and traditional art are the main features of this set.

The choice of Chrome as the material for building this set is in accordance to creating a new design while emphasizing on the personal outlook of the audience and an endless reflection of life inside each part of the design.

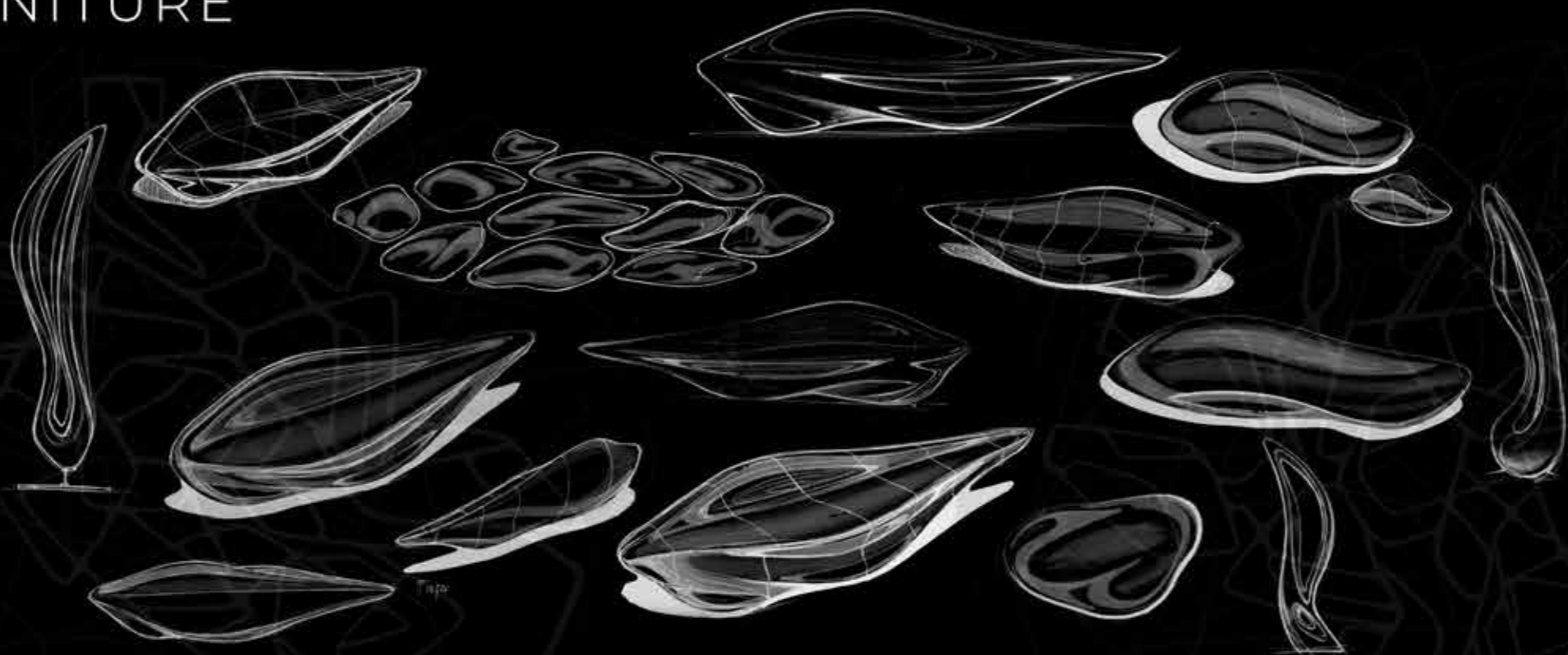
It should be noted engraving on glass is performed at the bottom of it.



PORSCHE DESIGN  
FURNITURE - EDGE CONCEPT



PORSCHE DESIGN  
FURNITURE



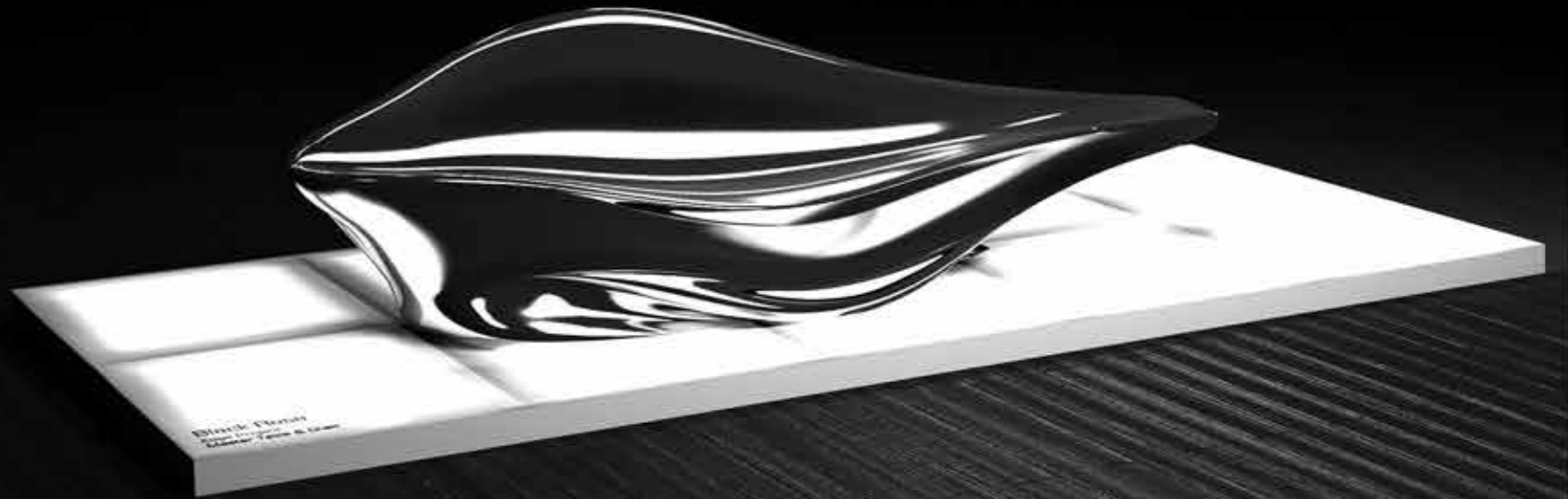
## PORSCHE DESIGN FURNITURE - STONE CONCEPT

### DESIGN PHILOSOPHY

Nature has always been the source of inspiration for artists and designers during the history of mankind. This project is the abstraction of river stones that has been smooth and glossy by the effect of water flow over hundreds of years. Creation the sense of Relaxation, Coolness, proximity to nature, being lucid and purity are the main ideas in designing this collection. The fluid design, using lines without end and alternating rotation without any break are the main features of this project



PORSCHE DESIGN  
FURNITURE - STONE CONCEPT





# GLASS BOTTLE DESIGN

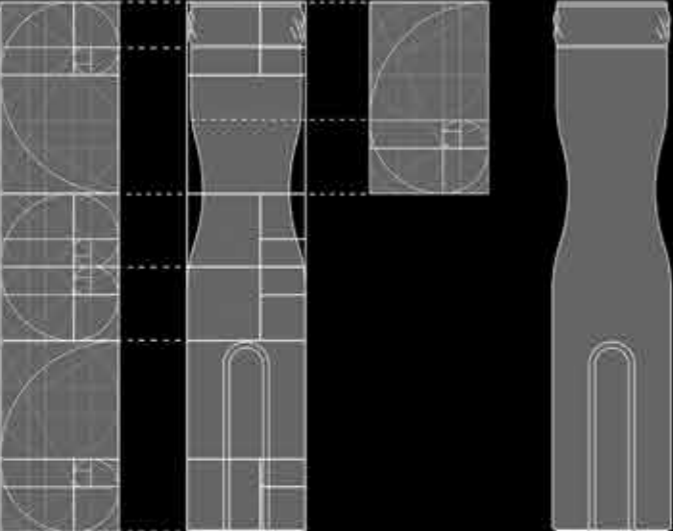
Verallia Design Awards- 2023

# GLASS BOTTLE DESIGN

Verallia Design Awards- 2023

The Wave of Water designed inside of Bottle, when the light go throuth the glass that make us water reflection on table.

USED GOLDEN RATIO ON EVERY DETAILS



TRANSPORTATION DESIGN





# LAMBORGHINI AGGRESSIVE HUNTER

2009

Universiye final project :

Companies are always seeking customer's needs and needs they have to enable the company to add new classes (e.g.BMW model X6 & pourche models Cayen & panamera.

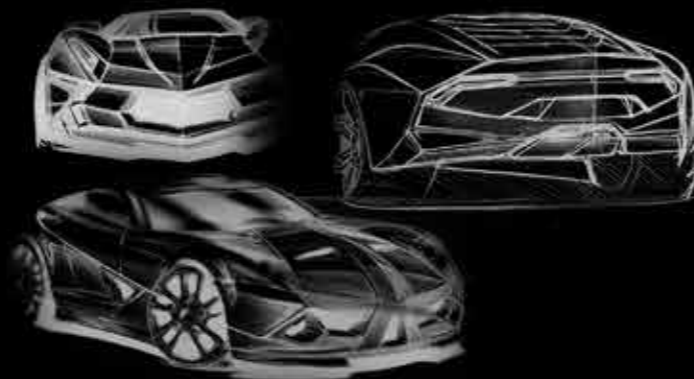
On the other hand Super sports cars including middle- engine vehicles and a class of the super sports cars are front- engine model. Cars Models such as the Ferrari 599 GT, Ford Shelby GT, the Mercedes-Benz SLS and SLR, in are not comparable in terms of design and price to such as Ford Mstang and Dodge Chalenjer.

Middle- engine cars are less secure than front- engine cars and some customers prefer a front- engine supersport car.

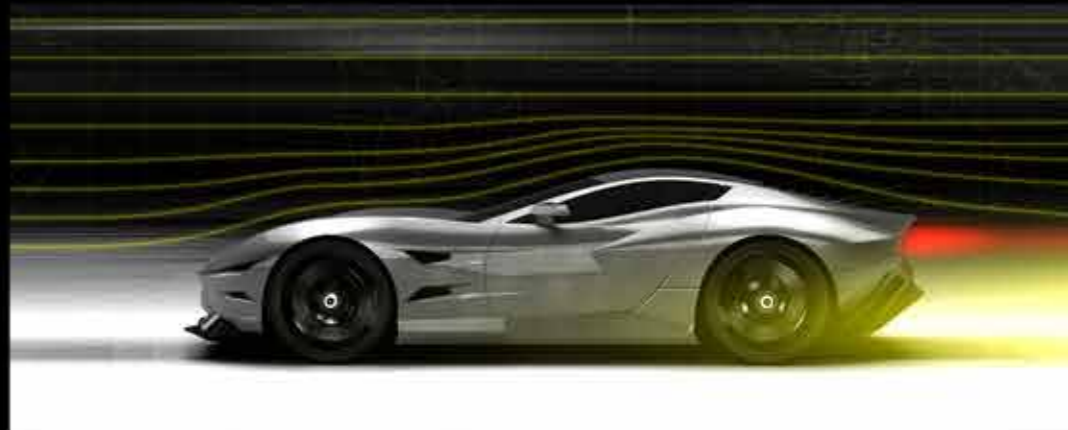
I've tried to design brand Lamborghini front- engine supersport car. During the project 3000 handy sketches were made during the 8 months and considered the space Benz engine model SLR for the concept.



2009  
Top 10 Galleries

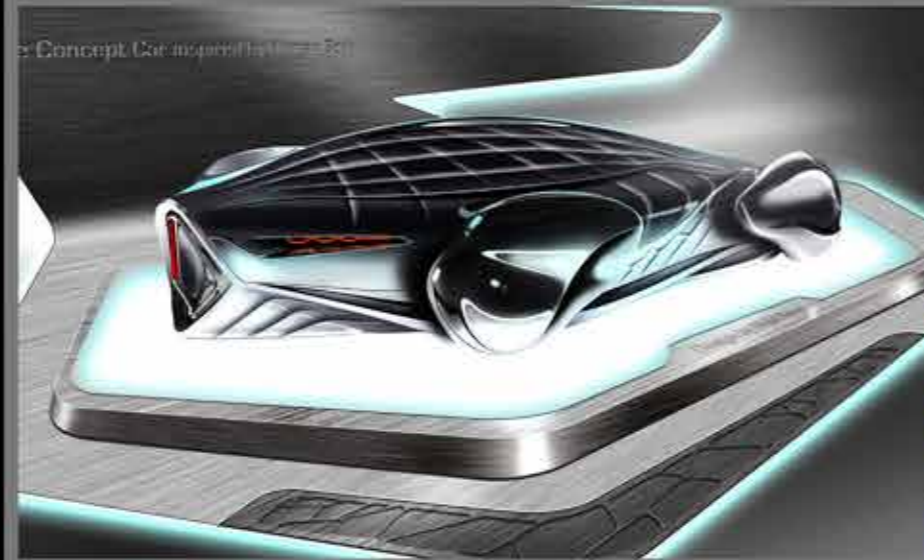
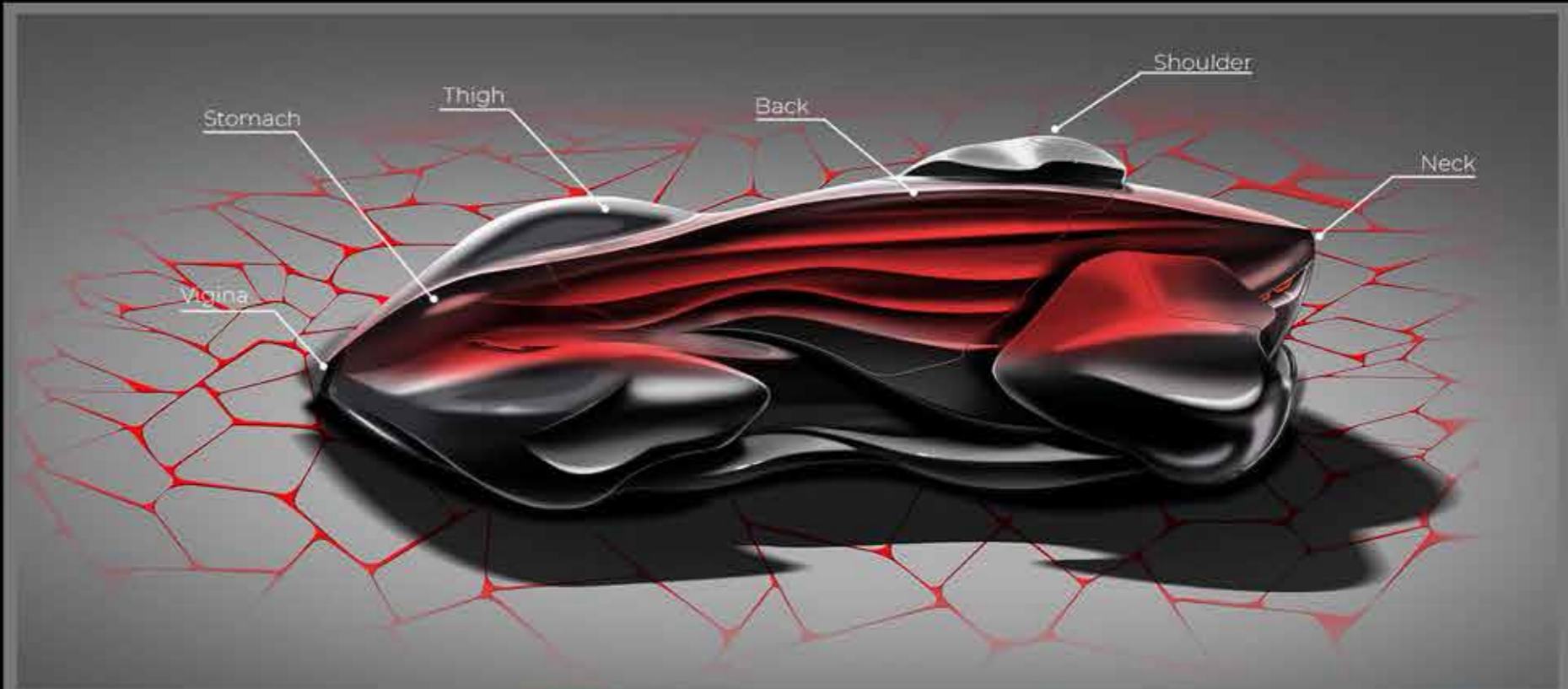


See the full sheet can be found in the [Carbodydesign.COM](http://Carbodydesign.COM)



# CONCEPT CAR

INSPIRED BY HUMAN BODY- 2013





PONTIAC  
Firebird Concept - 2014





Mercedes Benz

E-TITAN Inspired by Sharks body - 2019 mbglobalsketch



# GRANDEE

Algae Bio Plastics & Algae Bio fuel  
2023



## PROJECT APPROACH

To have clean air and nature with less waste, this results in a healthy life for future generations. In this regard, an approach to use fully recycled materials with self-healing capability has been adopted in the design of this car.

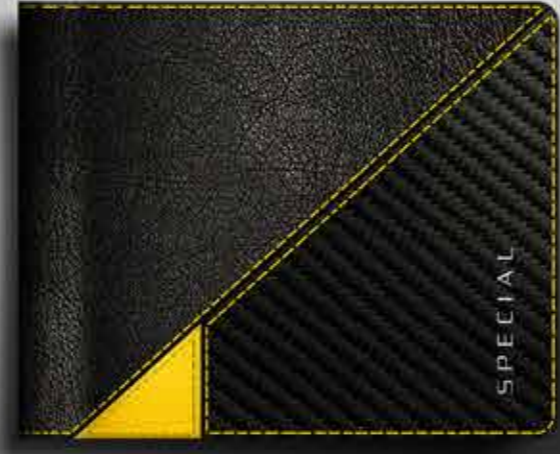
Also, considering an alternative fuel instead of fossil resources, that not only reduces air and environment pollution, but can be used for all current car engines without reducing the power of the vehicle.



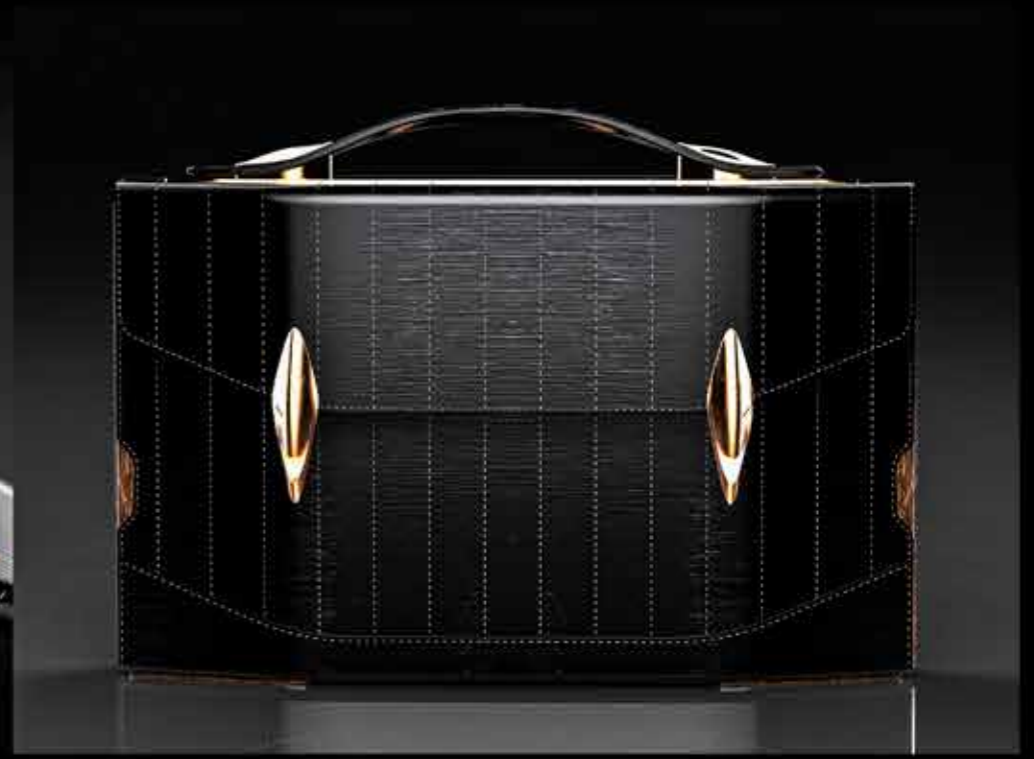
FORMAL BAG & BIFOLD WALET DESIGN  
& DORSA COLLECTION



INTELLIGENT DESIGN IN SIMPLE PRODUCTS

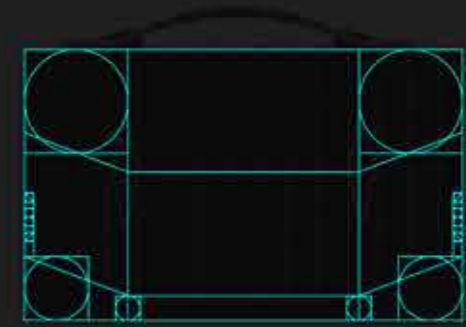
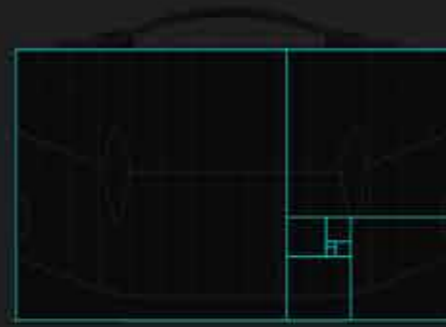
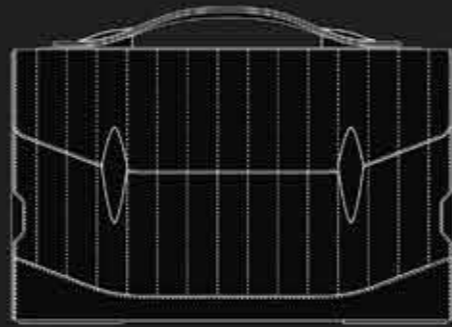


MEN'S FORMAL BAG  
-2019



The Golden ratio used in every details

The main idea of designing these bag is creating Intelligent and iconic bag with gathering different materials and different production process.





# WOMEN'S FORMAL BAG -2019

The main Idea of designing these bag is creating Intelligent and iconic bag with gathering different materials and different production process.



WOMEN'S FORMAL BAG  
-2019

The main Idea of designing these bag is creating Intelligent and iconic bag with gathering different materials and different production process.



# MEN'S FORMAL BAG Dorsa -2023

The Golden ratio used in every details

The main Idea of designing these bag is creating Intelligent and iconic bag with gathering different materials and different production process.



DESK FOR DESIGNERS  
Dorsa -2023



The Golden ratio used in every details



DESK FOR DESIGNERS  
Dorsa -2023



The Golden ratio used in every details

# PERSIAN

## FIGURES 2003-2023

This is a Handcraft painting, It's called **Tazhib** based on Islamic Geometry-Holly Geometry.

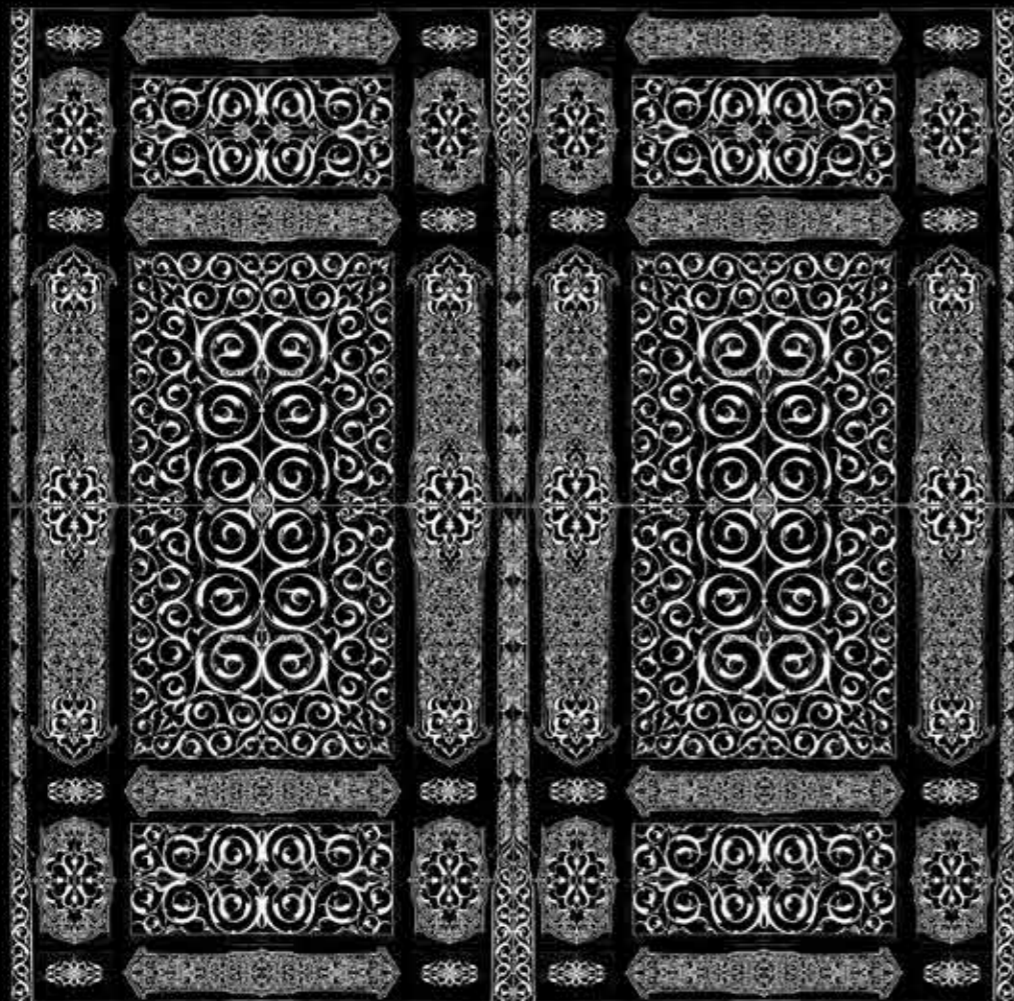
I always like to learn and study some of the greatest cultural and religious Art that's influenced in architecture and paintings and so many products in Persia and then spread in many Islamic countries.

Holly Islamic Geometry, inspired by Nature and Stars.

Definitely it has huge effects on my design thoughts to create a Glorious design.



# PERSIAN FIGURES



-2012



2003-

# PROFESSIONAL PROJECTS

**Exhibition design** - Hivad Industry , since 2023

**MAKS medical products** - Australia 2021-2022

**EMS Product design** - Italfit 2020

**Cable design & Packaging** - Luxuver - Germany 2020

**Formal Bag design** - Sento - Luxury Company 2019

**Smart home products design** - Evex Compny

Iran-England 2017-2020

**Design & production** for MADJID Concrete Products

2016-2020

**Medical products design** - Hamrah Company 2015

**Stand design** - MS Iran 2014

**Table set design** for Mr, Matin 2013

**Design the Entrance** for Khatam university 2013

**Interior store design** - Pars aqua village 2013

**Interior store design** - Afarinesh 2013

**Furniture & Elevator design** Porsche Design Studio

Turkiye - 2013-2014

**Packaging design** - Bahraman saffron 2012-2013

**Carpet design** - Sanam Carpet 2013

**Packaging design** - Tarkhineh spice 2012

**Custom design Rings** for Mr, Ghasemi 2012

**Exhibition design** - Dotiss packaging compny 2012

**Stand design** - Otto Hutt 2012

**Exhibition design** - Staedtler - middle east 2011

**Exhibition design** - Golestan 2011

**Packaging , TAZHIB design** - Arefi Saffron 2011

**Packaging , TAZHIB design** - Saeedinia Sohan 2011

**Villa design** in Urmia 2011

**Packaging , Stand , Products design** - Canco - Canada 2010-2012

**Packaging , Stand , Products design** - Owner - Korea 2010-2012

**Interior Store design** - Kidzy land 2010

**Interior Store , Stands design** - Book city 2010

**Packaging , Stand design** - Factis 2010

**Furniture design** - Liliom Collection 2009

**Peugeot Pars face lift** for UPCO – 2009

**Design Low floor bus** for Iran khodro - 2008

**Packaging , Stand design** - Saharkhiz Saffron - 2007-2011

**Packaging design** - Sepahan Speedy oil – 2006

**Cars Tuning design** - Hashemi tuning - 2005

**Cars Tuning design** - Iran Rover - 2004



M A D J + D

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🌐 W W W . M A J I D R A Z M I . C O M