



**SHIMA GHAHERI**  
Product & Toy Designer

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585.284.4535

## EDUCATION

### MFA Industrial Design

#### Rochester Institute of Technology

Rochester, NY | 2016 - 2019 | GPA 3.8/4.00

Thesis: Modular System Of Toys For War-affected Children

### BA Industrial Design

#### University of Art

Tehran, Iran | 2011 - 2015 | GPA 4.00/4.00

Capstone: Interactive Playset For Childhood Obesity Epidemic

## SKILLS

### Design

Research	Design Thinking
Ideation	Problem Solving
Illustration	Concept Development
Sketching	Rapid Prototyping
Rendering	Model Making
Storyboarding	Project Management

### Software

SolidWorks	Adobe Photoshop
Fusion 360	Adobe Illustrator
Rhinoceros	Adobe InDesign
Keyshot	Adobe After Effects

### Language

English	Fluent
Persian	Native
German	Intermediate
French	Beginner

## RECOGNITION & CERTIFICATES

### IDEO Certificate

Design Kit: The Course For Human-Centered Design 2019

### IDEO Certificate

Design Kit: Prototyping 2019

### Speaker

TEDxRIT 2018

### First Place

School of Design Student Thesis Award 2018

### First Place

RIT Graduate Showcase Award 2018

### First Place

RIT T-Minus 2017

## DESIGN EXPERIENCE

### Spin Master | New York, NY | Jan, 2020 - Present

#### Product Designer

Responsible for the design and development of consumer products. Identify opportunities for new products. Analyze how a new product ties in with market needs and consumer preferences. Set design requirements based on briefs from internal teams and external partners.

### AccessAbility | Rochester, NY | Jan, 2019 - Jan, 2020

#### Product Designer

Designed, developed, and tested assistive devices and toys including therapeutic, access, and health technologies products. Communicated with Product Development, Tech, and Engineering teams daily regarding tech packs and development. Managed multiple projects while always keeping them on schedule and cost.

### Kaleidoscope Me™ | Rochester, NY | Aug - Dec, 2018

#### Director of Product Development

Led and directed media contents and products for launching the Kickstarter to support the Kaleidoscope Me™ start-up. Designed and developed supportive seasonal product lines as well as integrating live-action and animation to bring the concept of healthy self-care and regulation into the everyday lives of children in classrooms and at home.

### Studio 930 | Rochester, NY | Jun - Aug, 2018

#### Product Design Lead

Participated in a collaborative project between the Studio 930 and Rochester Regional Health for making a better experience for stakeholders in the concept of "Smart Exam Room." Led a group of industrial designers and engineers to do research, benchmarking, ideation, model making, and presentations for clients.

### Hasbro | Providence, RI | Jun - Aug, 2017 + Jan - May, 2018

#### Product Design Intern

As a Playskool team member, provided continuous conceptual presentations of new toy product ideas & categories, next-level product refreshes for current lines & license products, and made and tested mock-ups in Hasbro's FunLab to make better play experiences for children around the world!

### Golden Idea Co. | Tehran, IR | Jan, 2015 - Aug, 2016

#### Product and Graphic Designer

Launched 25 products in less than 2 years. Developed multiple client projects through sketching, ideation, concept development, 2D and 3D CAD modeling, packaging, logo design, branding and designing posters for international fairs.

### Freelance Design | Tehran, IR | 2012 - 2015

#### Product and Graphic Designer

Worked on various projects such as consumer product development, toy design, production art, licensed properties, publishing, social media, marketing collateral, e-commerce design, logo, photography, retouching, and website design.