

Education

Hey!

I'm Sheyda, an interdisciplinary designer and researcher, a systemic thinker, a strategic planner, and a curious explorer. My practice is situated at the intersection of **Systemic Design** and **Social Innovation**, where **change** blossoms!

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Major Projects & Experiences

Master of Design Candidate

2021, 2023

Emily Carr University of Art+Design (ECU)

Bachelor of Communication Design

2015, 2019

Art University of Tehran

BIPOC Foundation

July 2023, Present

Community Engagement Manager

- Developing and implementing community engagement plans based on the community's needs and the organization's goals.
- Designing for Win-Win collaborations and partnerships among an extended network of the organization
- Agile project management, and strategizing for all marketing projects of the programs, events, and other communications.
- Systemic analysis, problem finding, and providing potential solutions or strategies

ISM Arts & Culture

Apr 2023, Present

Designer

- Liaising with project stakeholders
- Leadership and advising for production pipeline and project management frameworks
- UX Research and design
- Outlining research framework (to be used by prototyping designers)
- Strategy design for special programs (e.g. non-profits, incubators, accelerators)
- Communication design, social media, copywriting

Circular Food Innovation Lab (CFIL)

Mar 2022, Mar 2023

Designer, Design researcher

CFIL is a project of the **City of Vancouver**, the **Vancouver Economic Commission (VEC)**, **Emily Carr University of Art + Design**, and **Vancouver-based food businesses**. This project used processes and practices from systemic design and co-design to contribute to the improvement of circularity in Vancouver's food system.

My Contributions:

- Co-develop design process, tools, and techniques
- Conduct in-field learning, co-design, and rapid prototyping
- Co-lead generative and evaluative gatherings
- Document and communicate learnings and outcomes

Cultivating Reciprocity
Designer, Collaboration Facilitator

Apr 2022, Apr2023

Designing reciprocal interactions at Roots Union community garden to diminish competitiveness mindsets at ECU

My Contributions:

- Designing collaboration-facilitating tools
- Designing service blueprints
- Internal and external verbal communication, Writing proposals
- Visual communication, graphic design
- Facilitating collaborative workshops, Coordinating events

DESIS Lab, Design for Social Innovation & Sustainability
Design research assistant

Sep 2022, Jan 2023

Carno Studio
Junior Graphic Designer

Feb 2020, Feb 2021

Content Creation, Print design, Ad design, Branding

Cipa & Took
Junior Graphic Designer

Apr 2019, July 2019

Content Creation, Print design, Ad design, Branding

Freelance Graphic Designer

2019, 2021

Branding and visual identity projects, Afba
Collaboration with Platin
UI & UX design, Art University of Tehran
Catalog Design, Papco

Arsan Theme Park
Assistant Project Manager, Designer

Mar 2016, Aug 2016

Skills

Co-design, Collaborative ideation, Systemic thinking, Ecosystem mapping, Human & more-than-human (all living beings) centered design thinking, Lo-Fi rapid-prototyping, Hi-Fi Prototyping, Convergent & divergent ideation, Abstract knowledge & data visualization, Design & systemic data synthesis, Storytelling, Journey-mapping, Other iterative design methods, Adobe creative suite and Microsoft Software proficiencies

Honours

DESIS Scholar
DESIS Lab at Emily Carr University

2022

Publications

ServDes 2023
Service Design Conference, Student Forum

2023