MANDANA DILMAGHANI
Service & Product Designer

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As a passionate problem solver, I identify and explore design opportunities which respond to people's problems and latent needs. I aim to create viable and engaging services, that show beauty in their functionality, and beyond that create a stimulating user experience.

Education

Royal College of Art
MA Service Design
September 2014 - Present

Worked on a project for Sainsbury's creating an omni channel shopping experience for 2020, collaborated with the ICAEW to get the profession of audit closer to the needs of consumers and developed a taxi club for Jaguar Landrover. In second year I have helped RBS to redefine their business banking experience and currently I am focusing on the future of work.

Central Saint Martins College of Art & Design
BA (Hons) Product Design
September 2010 - June 2013

Worked on projects exploring different fields of design including social innovation, packaging, branding and app design. I acquired a thorough knowledge of materials and manufacturing, CMF and the human centred design process. Clients include Alessi, Coca-Cola, Japanese Tobacco and Bruni Glass.

London College of Communication
Foundation Diploma in Art & Design
September 2009 - June 2010

Gymnasium Wesermuende (Germany)
High School Diploma 'Abitur'
September 2006 - June 2009

Major in Literature, Arts and Politics. Minors including Mathematics, English, Biology and Computer Science. Member of the Drama Club.

Work

Imperial College London
Service Design Consultant
November 2015 -present

Mentoring the MBA and WEMBA students in deisgn and UX matters, to help them develop their innovation and enterpreneurship project.

Freelance Packaging Designer
2011 - present

Created FMCG retail packaging design, branding and 3D visualisations for small firms and start-ups in the US and Germany.

ITN GmbH Bremen
Designer
June - August 2011

As a member of the design team I was appointed projects on branding and identity as well as graphic design. Projects include the design of corporate print materials, identity and website for a new business, strategy for brand exposure.

Competences

Define
- » Project structure & organsiation
- » Designing, planning and facilitating stakeholder workshops and co-design
- » Industry & trend research
- » Scoping & developing briefs
- » Research analysis/ identifying and responding to opportunities
- » Creative idea generation

Develop
- » Developing service & ux strategies
- » Coordnating activities across interdisciplinary teams
- » Persona and user journey generation
- » Service & product prototyping and testing

Deliver
- » Creating service blueprints
- » Definition of service and ux deliverables
- » Project communication & storytelling
- » Project presentation
- » Design for implementation
- » Omni channel project delivery

Technical skills
- » Adobe Creative Suite
- » HTML5/ CSS
- » 2D&3D CAD (RHino 3D)
- » 3D Rendering
- » Technial Drawing

Languages

German *(native)*, English *(fluent)*, French *(basic)*