

Mahdyar Fakhraei

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<http://www.mfdesign.org>

Summary

- Self-motivated individual with extensive experience in Product/Packaging Design & Development, PKG Engineering, and Unboxing Experience
- More than 12 years of work experience, including 8+ years exclusively in Structural Packaging Design/Engineering, worked as team-player and team-leader on diverse projects, from entry to senior leadership levels
- Skillful to integrate strategies to expand Product Development with state-of-the-art design features as well as optimum performance metrics, backed with both Artistic and Engineering backgrounds, accepting challenges in either aesthetics or technical approaches dependent on the need of the design
- Established expertise in applying Ergonomics and User-Centered Design (UCD) in laying out pre-manufacturing prerequisites to the production line during which all the Sustainability Approaches being applied
- Proficient in Design Methodology, DFM, DFA, BOM establishment, Assembly Procedure establishment, and Cross-Functional collateral work with ID, CMF, Graphic, PLM, GSM, PD, and Reliability teams to lead the designs into mass-production via controlling production development at each build cycle (Design/EVT/DVT/PVT/MP)
- Influential from in improving the product/packaging design and assembly issues via troubleshooting on Sustainability, Reinforcement, Adhesives, Corrugates, Plastics, Molded Fiber, SBS, Foam, Film, Rigid, B2B2C
- Experienced in Brand Development and UX/UI Design and Development
- Highly skilled in SolidWorks, NX, ArtiosCAD, TOPs/Cape, KeyShot, PLM, ISTA, FEA, Adobe AI/PS, Office-Suite
- Hands-on experience in working w/Kongsberg Cut-Table, Laser Cutter, Heat-Sealer, Glue-Gun, 3D Printer, etc.

Experience

Senior Structural Packaging Designer

Logitech

Jun 2022 - Present (4 months +)

- * Craft the future packaging for different levels of the organization's businesses and/or sub brands
- * Taking action to all phases of the design thinking process from conceptual to strategic, and tactical to implementation
- * Develop packaging dielines, as well as thermoform, molded pulp, and other molded material packaging for complex surfaced consumer electronics products and/or accessories
- * Implementation and/or innovating sustainability in packaging on different perspectives such as design, production, assembly, unboxing experience, and full product lifecycle

Senior Designer Packaging Solutions

Veritiv Corporation

Sep 2020 - Jun 2022 (1 year 10 months)

- * Leading Design from either Initial/Locked Concepts to Prototyping Phases and upcoming Production; via participating in ideation practices, applying design, prototyping, and validating different types of packaging solutions for Domestic/International Clients all over the Silicon Valley, the rest of the US nationwide, Mexico and Europe

- * Working with diverse packaging materials and substrate structures incl. corrugated, foam, SBS, paperboard, adhesives, fibers, polymeric plastics, rigid packaging, plastics, thermoforms, films
- * Collateral contribution with cross functional teams of industrial design, reliability test, sales, and program management
- * Hands-on work with packaging technology machinery and/or instruments such as Kongsberg cut tables, heat guns, glue guns, drop test machine, molded fibers, and 3D printers
- * Design of Experiment (DOE), Concept Design, Sketching, Rendering, and Executing Design
- * Targeted industries: food, home, toys, beauty, consumer products, consumer electronics, beverages
- * Shipment design in either B2B or B2C profiles, from finished goods level into overpacks, master packs, and/or pallet levels
- * Industrial Design, Structure Engineering, Testing and DFM of Packaging Products

Packaging Product-Design Engineer

Meta

Dec 2018 - Sep 2020 (1 year 10 months)

- * Design for Manufacturability (DFM) of Consumer Electronics Packaging Solutions and Structures
- * Packaging-Product Development in Engineering Validation Test (EVT), Development Verification Test (DVT), and Pack-out Operation by Defining Standard Operation Procedure (SOP), Cosmetic Specifications (C-Spec), and Quality Specs in Packaging Configurations, FATP Operation in Pack Out Line, and Postponement/Rework SOP preparation
- * Internationalization Packaging Design and Bill-of-Material (BOM) Structure
- * Design Development and Vendor Relations in Color, Material, and Finishing (CMF) and Validating Packaging Production
- * Prototype Testing and 3D-Print Iteration, DFM on Finished-goods boxes, Adhesives, Films, Labelings and Cushioning
- * Collateral work with Cross-functional Teams including Core PD Engineering, Industrial Design, Creative, Marketing, Supply Chain, Hardware Engineering, Reliability Testing, Quality, Fulfillment and Ops
- * Packaging Reliability Test in different levels from finished goods level to shipment and pallet levels, according to ISTA and ASTM standards, as well as Facebook customized standards (which “some” of these Facebook customized test-specs were prepared from myself and documented for all to be used)
- * Member of Portal Team at Facebook Reality Labs (FRL) Department - launched Portal+ (in Europe and UK), Portal (V2), Portal mini, and Portal TV
- * Contract worker at Facebook with the agency Spectraforce Technologies Inc.

Industrial Designer

MONTA VISTA OAKS INC

Mar 2018 - Nov 2018 (9 months)

- * Product/Packaging Design, Color-Material-Finishing (CMF), Product Development, 3D Design, Blueprints and Plans for Real Estate Components
- * Design Consultation and Brand Development

Senior Industrial Designer - Design Team Lead

karusolution

Feb 2012 - Feb 2018 (6 years 1 month)

- * Karu Solutions was formerly known as CanDo Design Lab (2010-2017)

- * Product Design (Consumer Products/Electronics, Medical Devices, Soft/Hard Goods, Cooking-ware, Furniture & UX/UI)
- * Packaging Design (Polymeric Plastics, Cartons, Casings, Sustainable Materials, Structural Packaging, Graphics, Layouts)
- * Design for Manufacture (DFM), 3D-Printing, Blow/Injection Molding, Rapid Prototyping, Manufacturing/Print Operation
- * Design-Team Leadership (Product/Packaging Design, Graphic Design, Digital Marketing, UX/UI, Brand Identity Design)
- * Project Management (Client Briefing, Brainstorming, Defining Methodology, Product Delivery, Quality Metrics)



Mechanical Design Engineer

شرکت خاک مسلح ایران

Sep 2008 - Sep 2009 (1 year 1 month)

- * 3D-Design and Analysis (Construction Engineering Projects)
- * Field Operation

SolidWorks Engineer

AF Optical Inc.

Sep 2007 - Aug 2008 (1 year)

- * 3D-Design of Opto-mechanical Components (Microscopes, Telescopes, Lenses, and Cameras) in Part, Assemblies and Sub-assemblies
- * Part purchase estimation and modification

Education



University of Tehran

Master's degree, Industrial and Product Design

2009 - 2012

Attended to Metamorphosis Workshop related to Product Modeling & Shaping Analysis



National University of Singapore

Certificate, Metamorphosis Workshop of Product Design and Packaging

2011 - 2011



Aachen University of Applied Sciences - FH Aachen

Bachelor of Science - BS, Mechanical Engineering

2006 - 2007

Study Field: Renewable Energies and Sustainability



Sharif University of Technology

First 3 Years of Bachelor's Studies, Mechanical Engineering

2003 - 2006

Peyvand Highschool
Diploma, Math-Physics
1999 - 2002

Licenses & Certifications



Service and Repair License of Document-Imaging Systems - Zeutschel GmbH



Metamorphosis Workshop of Product Design and Packaging - National University of Singapore

Skills

Industrial Design • Packaging • Product Development • Rendering • Sketching • Design Strategy •
Graphic Design • 3D Modeling • Concept Design • Concept Development