



**Mahdyar Fakhraei**

Packaging Design,  
Product Design & POPs

Samples of Portfolio  
2018

Hello,

I am a multidisciplinary senior designer with passion to build meaningful experiences. With my professional skill and experience in industrial design and product development criteria, I spent the last 7 years translating every client's needs and desires to an overall image that delivers and promotes its products/services to the customers, either B2B or B2C. In doing so, I have studied and explored various ways to understand what influences a brand's values, image and succession and what are the best ways to serve them through my design work especially in the fields of **Product Design, Packaging Design, Manufacturing Operation, Brand Development** and **Product Management**.

Backed with my academic-backgrounds in both design and engineering on one side, and by having worked in professional design firms and studios – starting from a designer position, being promoted to team leadership level at senior positions – I have been in charge in various projects of product design and development, packaging design (structural and graphical) and packaging production operation/consult, brand identity design, UX/UI design, and advertising design, all with the purpose of brand development for well known (as well as fast-growing start-up) clients.

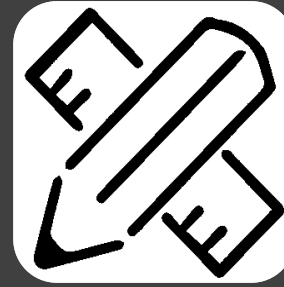
Design and design analysis has always been my passion and I believe in creating meaningful design-experiences as a means to create competitive advantage. I have received numerous commendations from my peers and clients for my commitment to achieving company's goals and revenue metrics.

## My Vision



### Design Methodology

A methodology-based design process, backed with strong design-thinking knowledge and detailed user studies, creates emotion, loyalty, and engagement between a business and its customers which are the true results of product's benefit .



### Design Mandatories

Designing packages, products, interfaces, and any promotive product/service that speaks to the business's audience by articulating the corporate culture, style, and philosophy, will build the strong image and furtherly, long-time positive impression of its brand.



### Design Management

The visual presentation of a brand's product or service, is what will attract prospects, engagements, and making the target group convey the value of the company. Therefore, preparing precise design brief followed by total process-supervision is a must

## Designing With A Purpose

What I design is a direct reflection of the brand. I aim for each experience to be purposely built and engaging.

From an advised solution, a packaging idea, or designing a consumer product, a UX/UI, or a promotional branding strategy project, my focus is to ensure **THE AUDIENCE IS LISTENING**.

By defining and developing brand's identity and vision, I craft innovative visual stories that attract the target audience and create long term success.

# Structural Packaging Design



*“ You will always taste  
the package first ”*

Mahdyar Fakhraei



#### Client

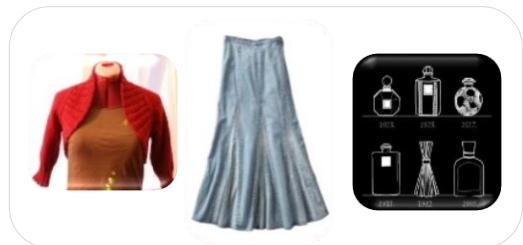
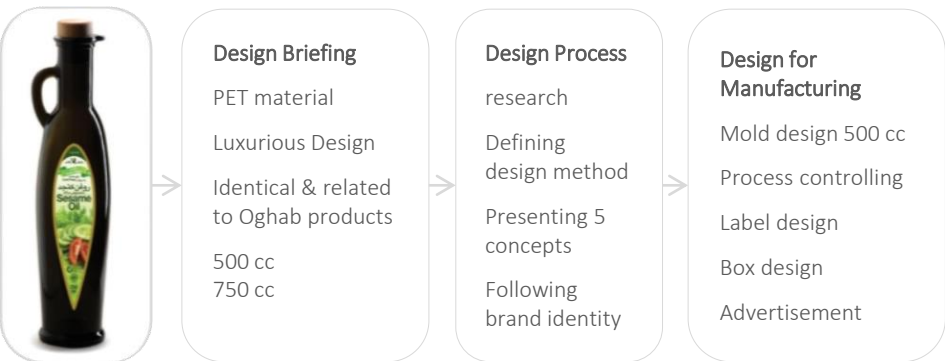
- Oghab Halva

#### Projects

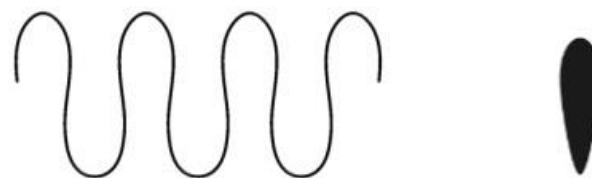
- Packaging Design | Product Identity Design |  
Molding Process Operation

#### Client Business Information

- Oghab Halva company is one of the oldest and greatest companies in **Sesame-Based Products** in Iran. Oghab company is using its knowledge & experience hiring the best experts in food industry to produce sesame-based products in an industrial, High Quality and **Global Standard** way with **Eye-Catching Packaging**. Oghab products are sold in **30 Countries** in the world.



Sources of inspiration



Growth → continuation → 4 seasons      Sesame seed gestalt



Final structural design + render

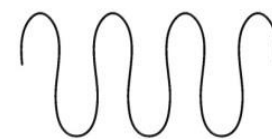




Sesame oil bottle  
Material: PET / Prototyping + molding operation



→ Visual identity expansion →



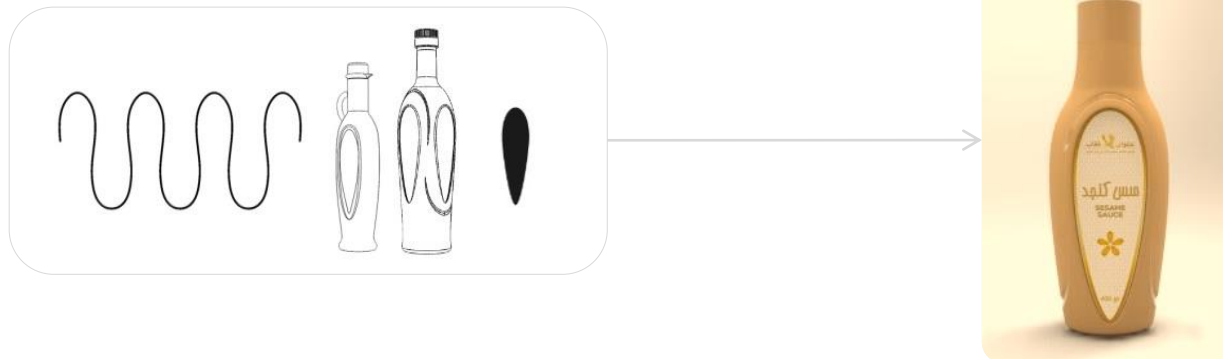
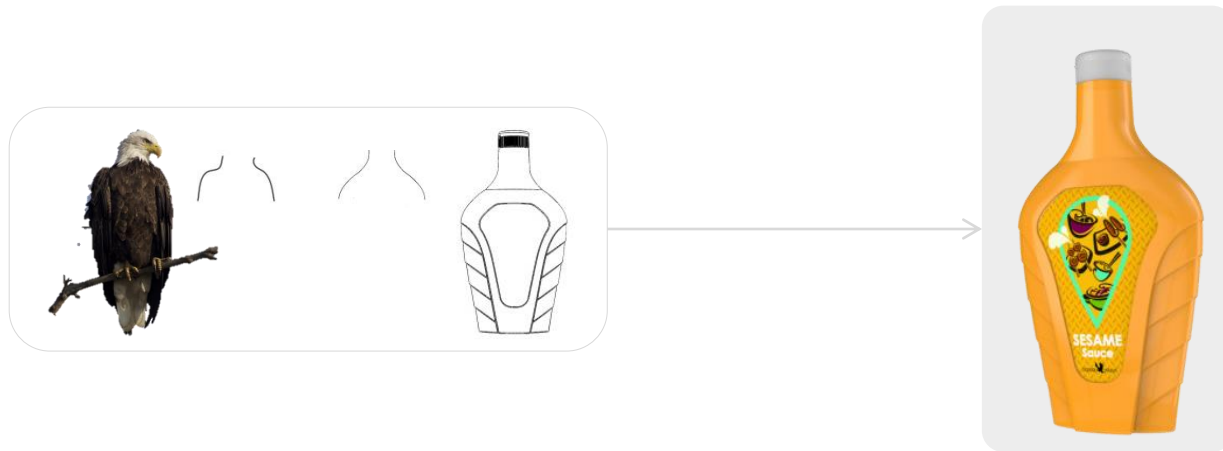
4 seasons continuity → good and healthy for any time



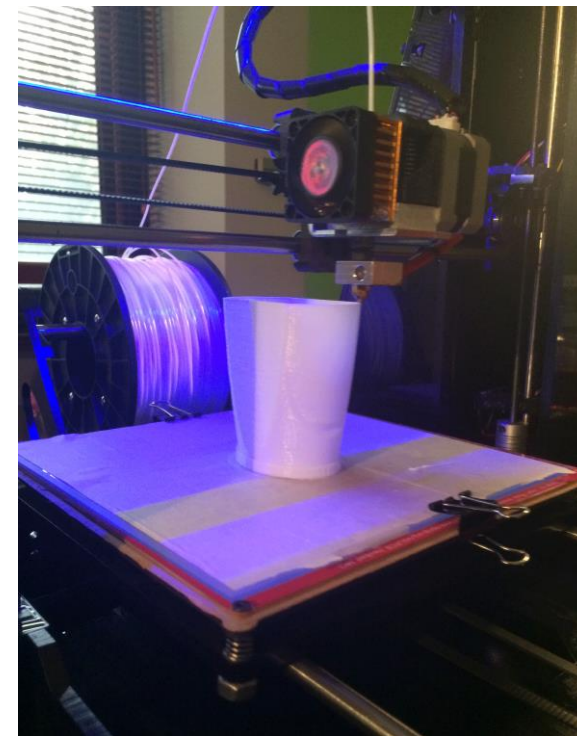
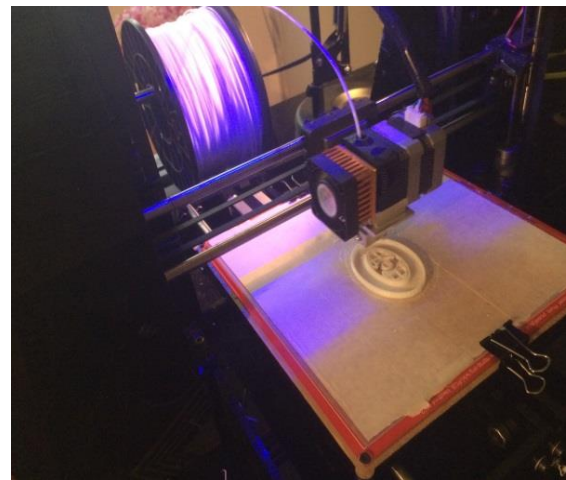
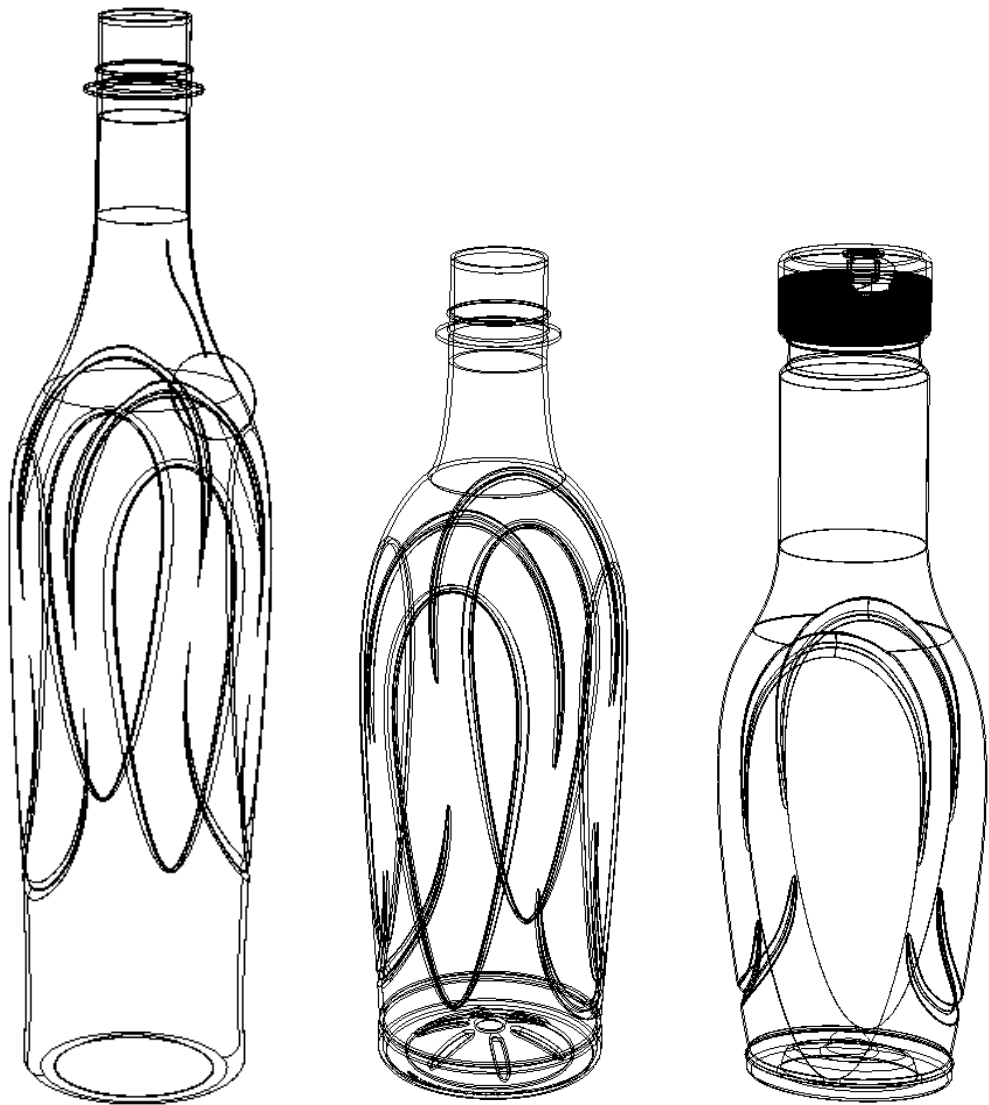
Sesame seed gestalt



Sesame sauce container structural design + molding operation/consult



Sesame sauce container structural design + molding operation/consult





حلوای عُقاب

## روغن کنجد

روغن کنجد محصول کاملاً خالص و بکر حاصل از استخراج روغن از دانه کنجد با بهترین روش (پرس سرد) بدون هر گونه فرایند تصفیه شیمیایی، با حفظ تمامی خواص تغذیه‌ای و درمانی کنجد قابل استفاده برای پخت و پز و سالاد.



حلوای عُقاب

## سس کنجد

محصولی کاملاً طبیعی، تهیه شده از کنجد آسیاب شده (ارده) با حفظ تمام خواص تغذیه‌ای این دانه روغنی.

حلوای روغن کنجد، بدون تخم مرغ، کم چرب یا کالری پایین و عطر و طعم بی نظیر قابل استفاده با انواع سالاد و فرآورده های غذایی مختلف بویژه استیک، غذاهای سوخاری نظیر ناگت و مرغ سوخاری، انواع کتلت، فلافل و...



با خیال راحت سس بخورید  
سس کنجد | کم چرب، بدون تخم مرغ

حلوای عُقاب

تولید کننده محصولات بر پایه کنجد  
[www.oghabhalva.com](http://www.oghabhalva.com)



*“ Packaging can be  
theatre, it can make  
story ”*

Steve Jobs



Client

- Tahchinbar Catering

Projects

- Logo | Stationery | Menu | Packaging Design

Client's Business Information

- Tahchinbar is a **Delivery-Catering Restaurant** located in Tehran which all its cuisine are cooked with **Tahchin** which is a Persian cuisine laying-out with crisp-roasted rice that covers the inner soft-rice & well-done cooked beef/lamb/stew/chicken placed inside.





Corporate primary colors:

Red tonality in 4 trims → red + yellow  
Black → logotype

Red to yellow tonality is inspired by Tahchin colors



Main course package



Starters packaging



Sauces and seasonings packaging



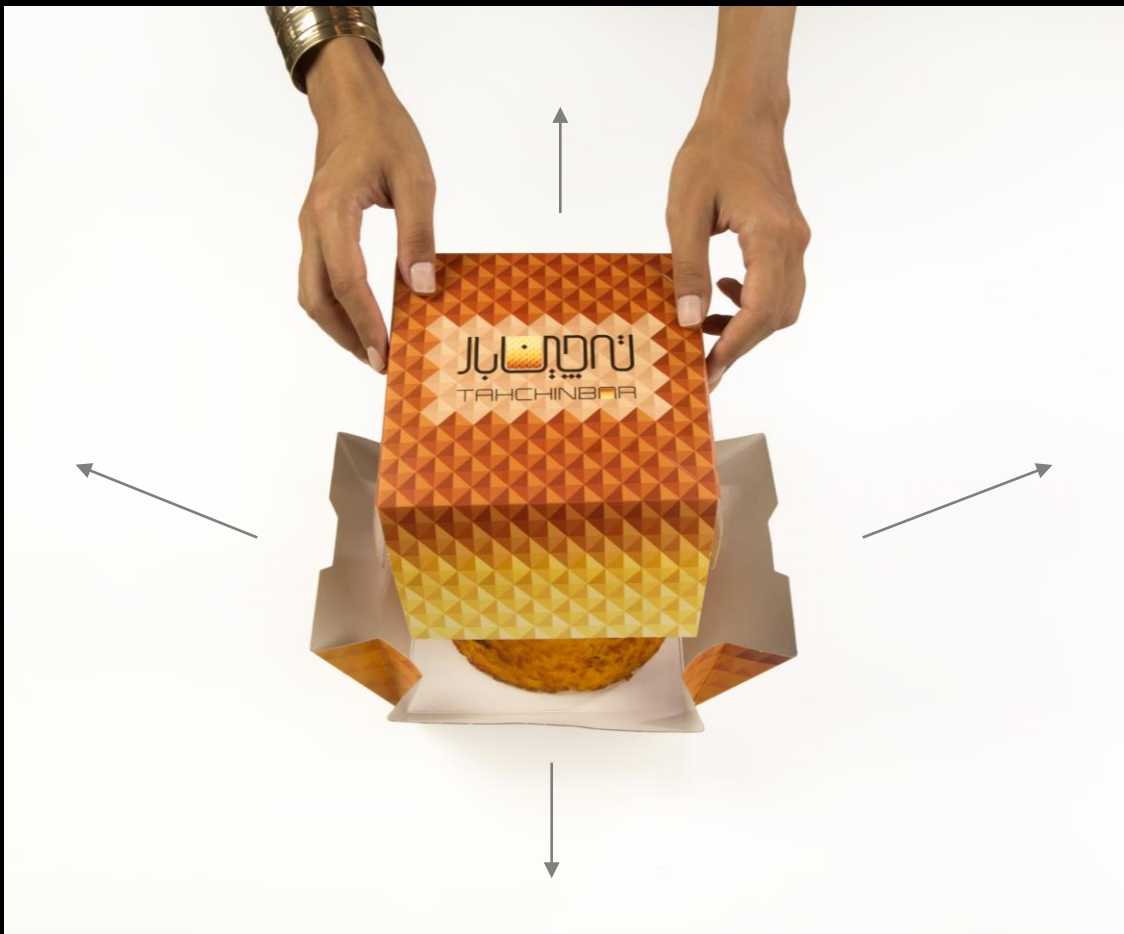
Season salad packaging



Chicken Tahchin

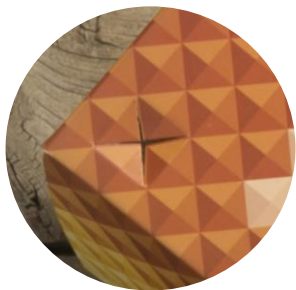






Self locking packaging design  
Preventing food's oil/desalinated water leak  
Can be used except using a plate





Four Airway Holes → X cut



Preventing oils/liquid leakage





*“ Design is the silent  
ambassador of your  
brand ”*

Paul Rand



Client

- Golestan

Projects

- Packaging Design | Product Identity Design | Brochure | Product Design

Client's Business Information

- Golestan is famous for its diverse and unique **food products** included **20 main groups** and **300 sub-food items** altogether. Its trademark rekindles good memories in its customers who confidently support its brand. Iranian shoppers tend to associate Golestan products with **High Quality**. Golestan always endeavors to remain a leading brand through meeting its consumers' needs in the best way possible.



## Introducing the Black-Line of Saffron Packaging A family of 4 different types of packages



Card family



Box family



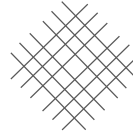
Cover family



Crystal family



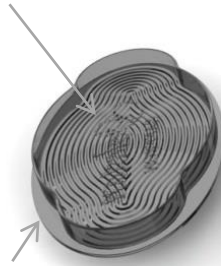
Having no space on sides for putting fingers in order to remove the cap easily



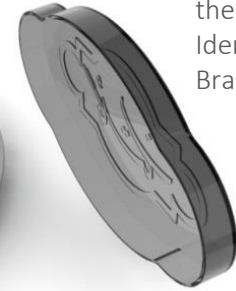
The bottom surface of the inside of the lower tray which contains saffron was a crossing rectangular bumped which caused damage for saffron particles



Convergent & rhythmic bumps



Having place for putting fingers on and open (User Ergonomics)



Inspired by the gestalt of the Golestan logo (Visual Identity) & (Enhancing Brand Awareness)



Yellow and red colors were usual and mostly used colors in the market  
No identity was dedicatedly show in the old package for showing the difference  
Didn't show any sense of luxury in packaging; either in shaping or in graphics



Graphic inspired by saffron flower  
Black background with golden streamlines and ecliptic gestalt makes it more luxurious



A non-identical old fashioned container without any added values



Not creative and without any design scenarios

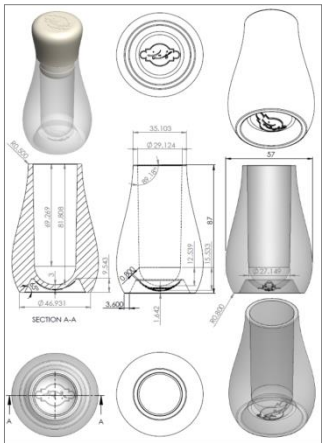


Polycarbonate concept – an identical container – for premium quality



Crystal concept – having blending mechanism – for premium quality

## "Crystal" and "Gift" Concepts



This concept renamed to Crystal later on and the molding design and mold manufacturing is finished and is ready to launch in March 2015 – the target market of this family is going to be duty free shops in airports – 6 gr saffron is included – As seen, the final product has slightly been modified due to manufacturing limits.



The previously named Crystal concept which has the mechanism of blending saffron alongside having an interactional package that when it became opened, it resembled an opening saffron flower is still remained as concept due to client's – this design has been rapid-prototyped with SLS material in 2 sizes of 9,2 & 4,6 gr.

The design has been rapid-prototyped with SLS material in 2 sizes of 9,2 & 4,6 gr.





*“ A Good design, has  
de’ sign ”*

Mahdyar Fakhraei



Client

- GLAN Co. Body Care

Projects

- Packaging Design | Product Identity Design

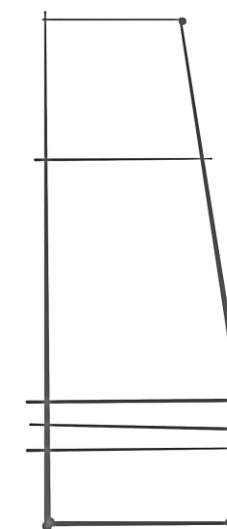
Client's Business Information

- GLAN Corporation is one of the oldest and well-known companies in **Body Care** and **Human Beauty Industry** in Iran, producing Protein Shampoos, Moisturizing Cremes. The company is famous of having high tech R&D sectors and Quality Control systems.

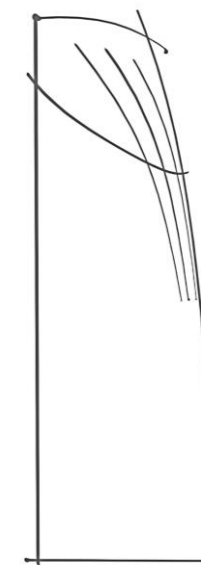




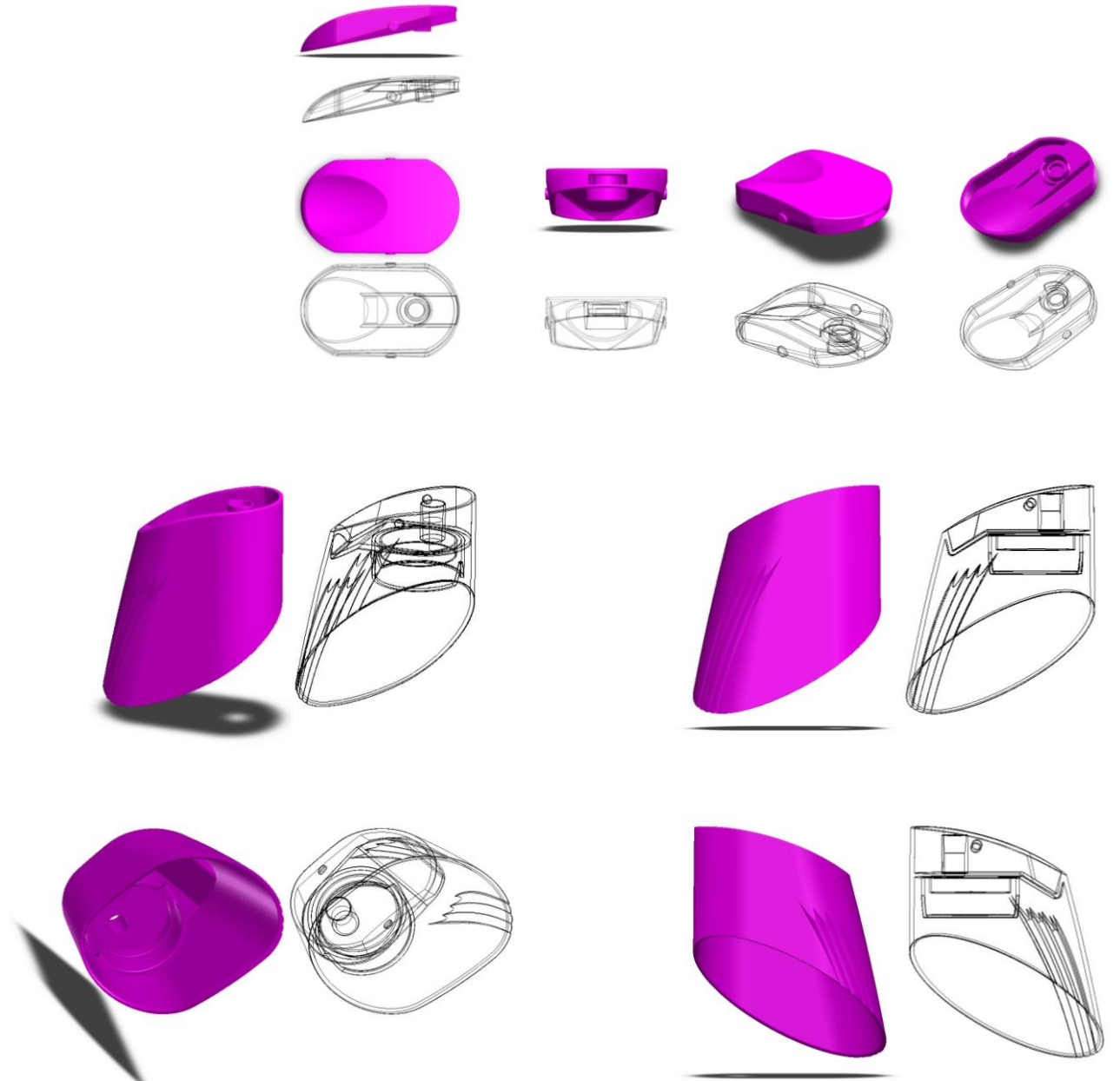
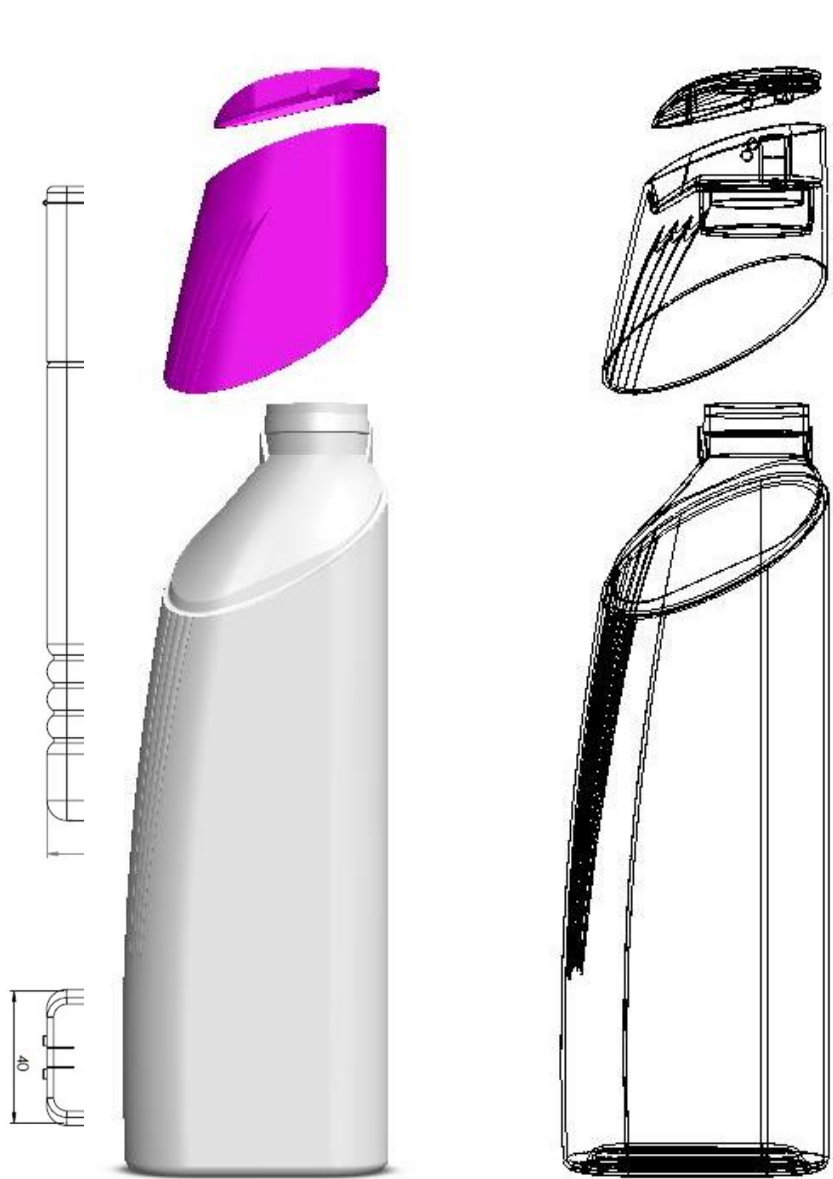
Old design  
Popular in the early 90's  
Maintained till 2015)

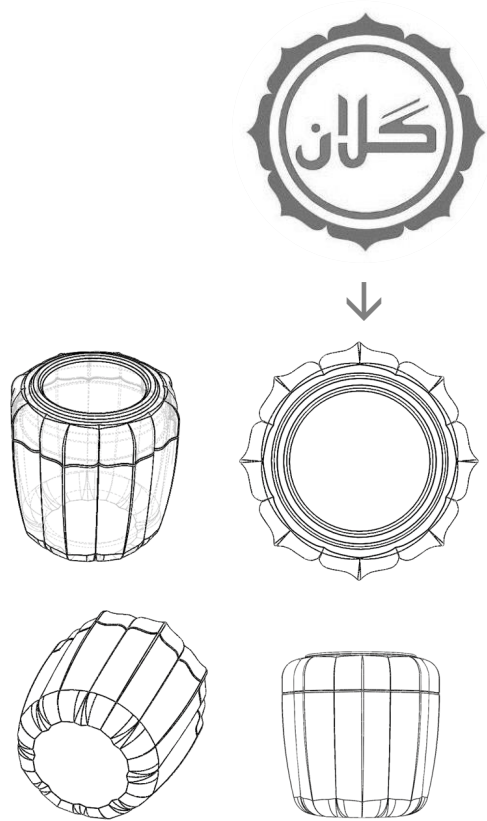


Extraction of visual  
identical components



Modern and trend-  
following design; based  
on extracted visual  
identical components





Identical design according to the popular logo of the already-positioned body-care brand in Iran





*“ Give Me Six Hours To  
Chop Down A Tree. I  
Will Spend The First  
Four Sharpening The  
Axe ”*

Abraham Lincoln



Client

- Pars Steel

Projects

- Logo | Stationery | Catalog | Brochure | Website | Product Design | Packaging Design | Banners | Brand Identity Book | Photography

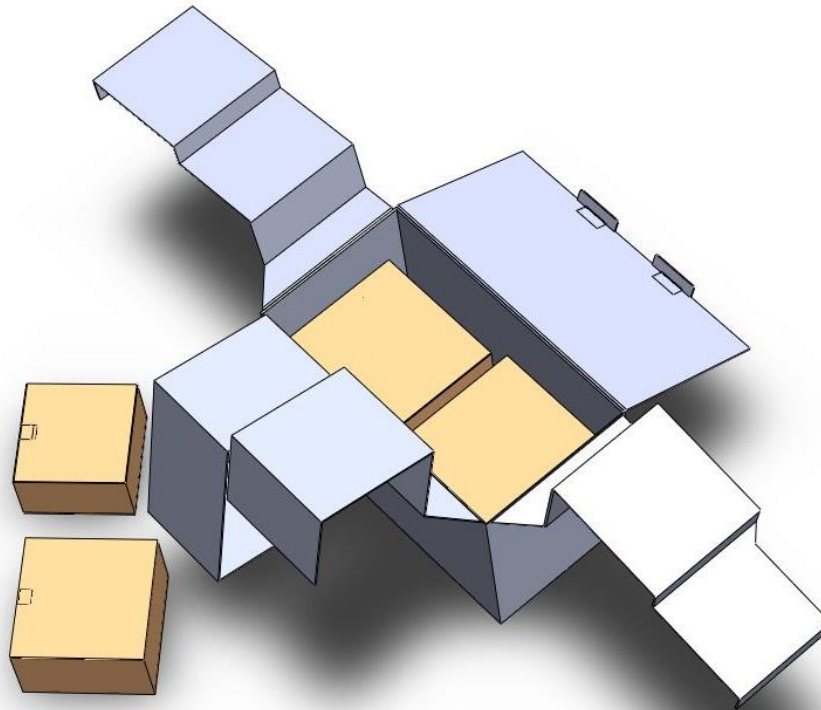
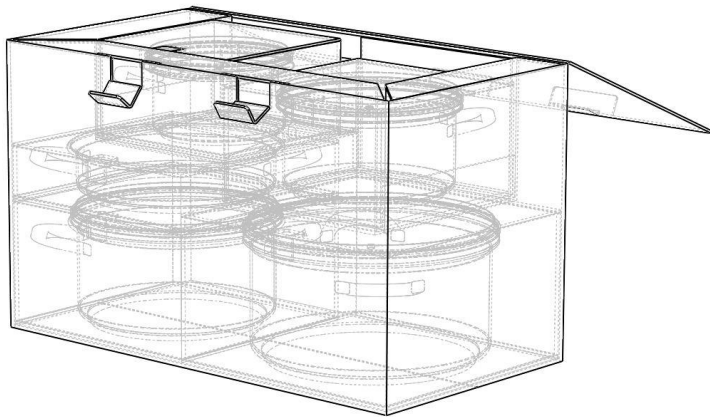
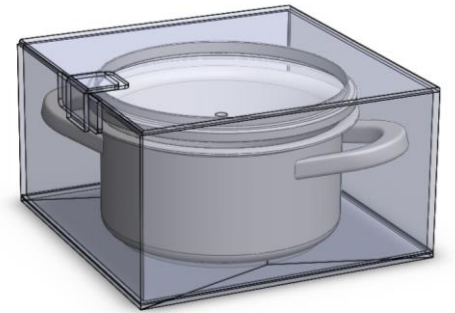
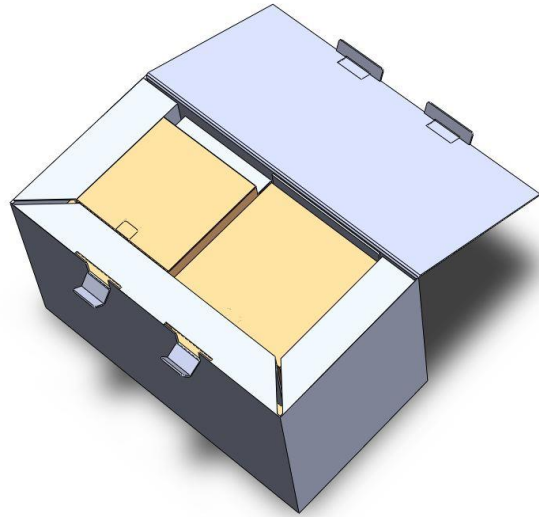
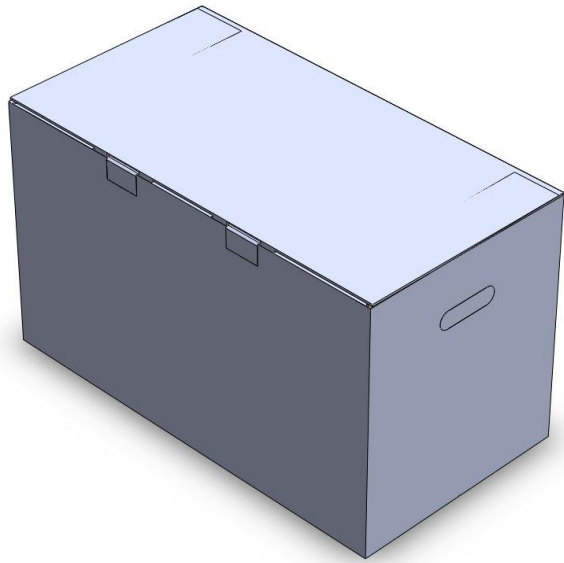
Client's Business Information

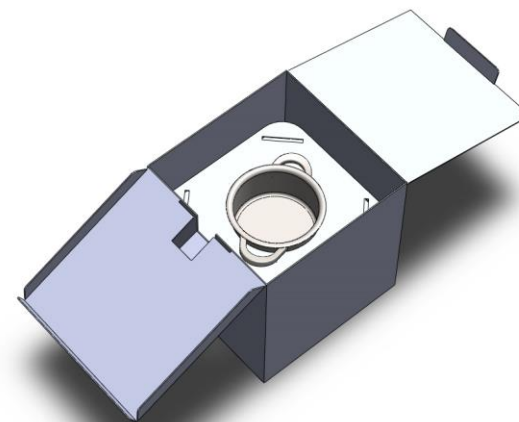
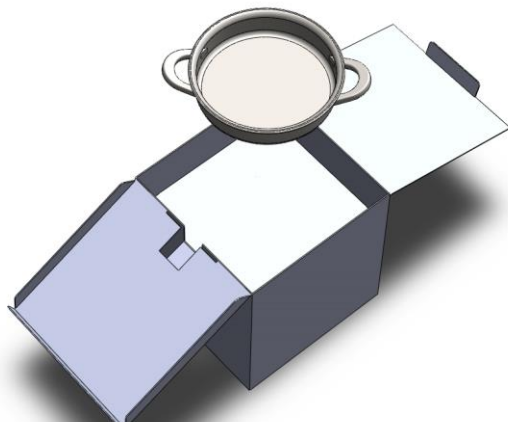
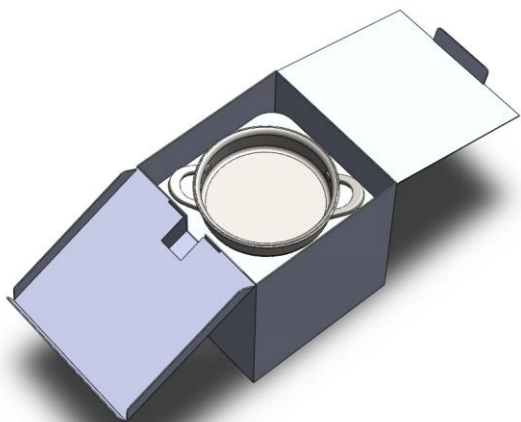
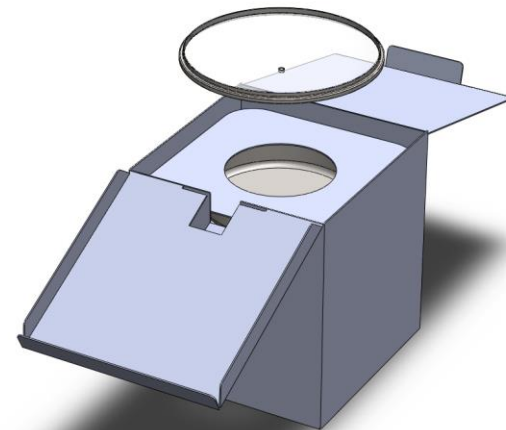
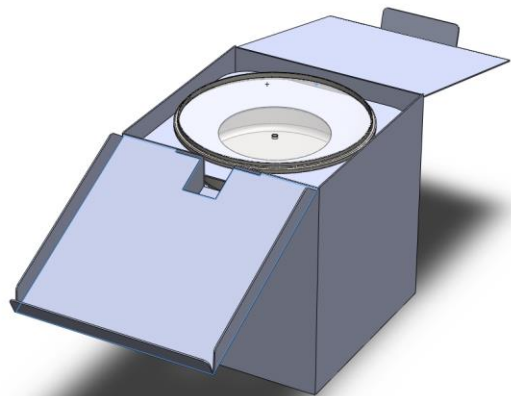
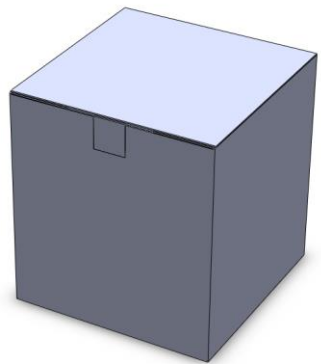
- Pars Steel is to be known as the first manufacturer of high quality **Stainless Steel Cookware** in Iran. Pars Steel produces more than 35 different cookware items. The product range includes variety of **Pressure Cookers** in different models & sizes, **Pots**, **Frying Pans** and **Tea Pot- & Kettle Set**.

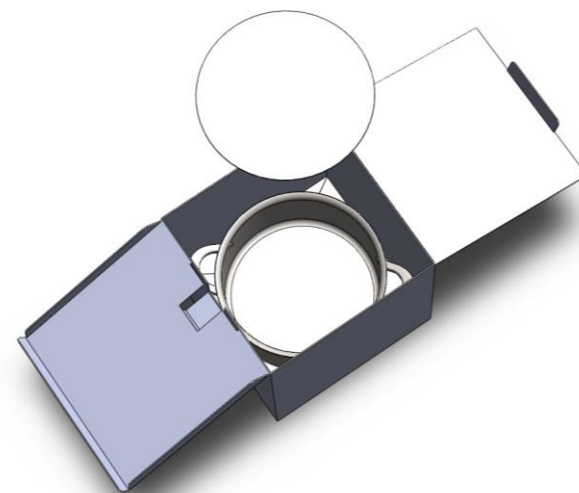
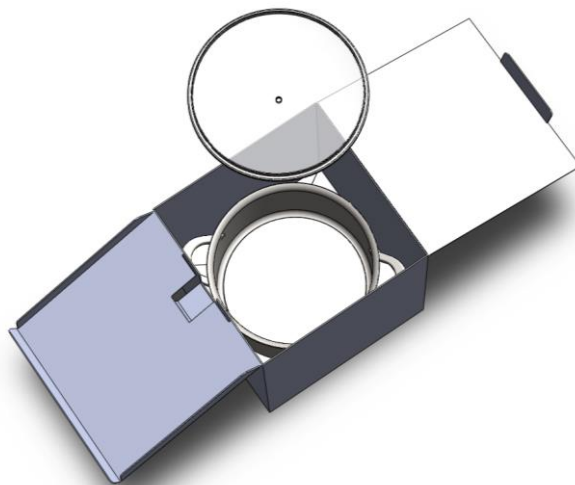
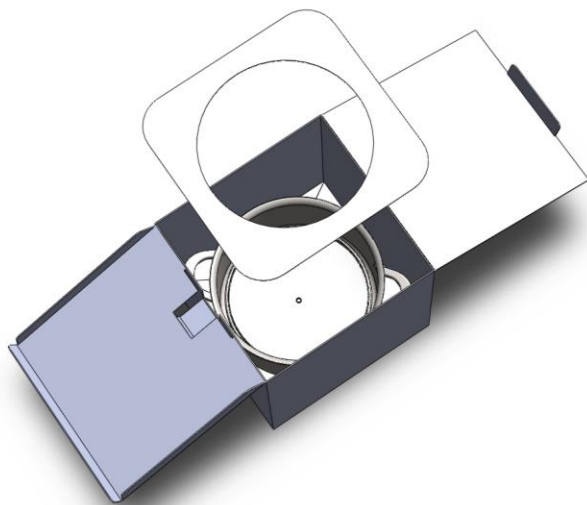
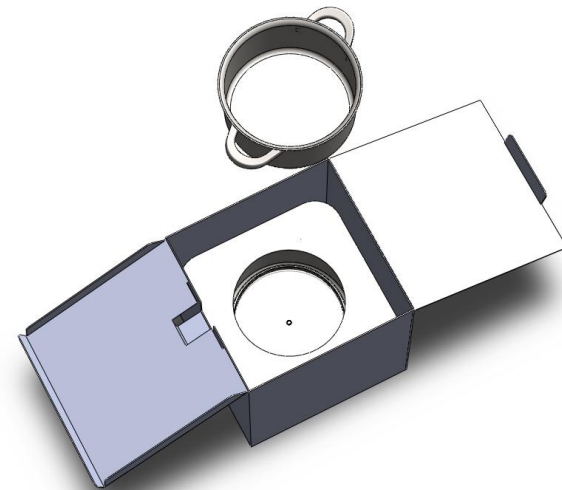
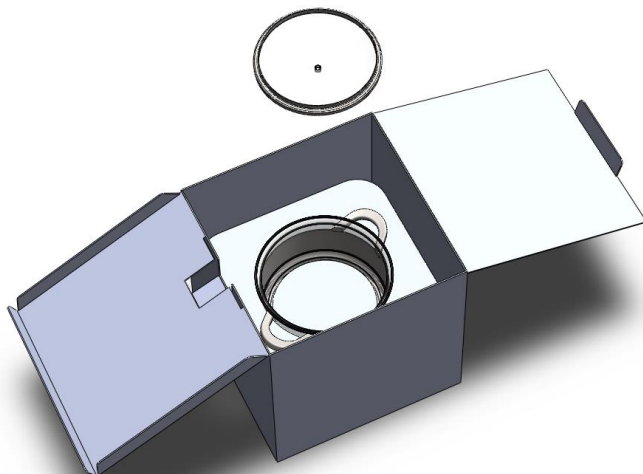
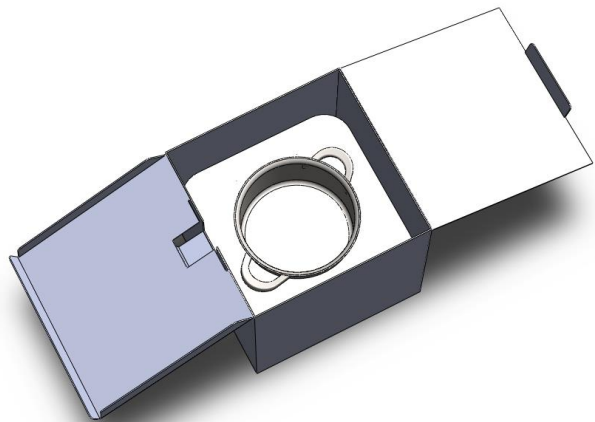
## Nine Piece Pars Cookware Set



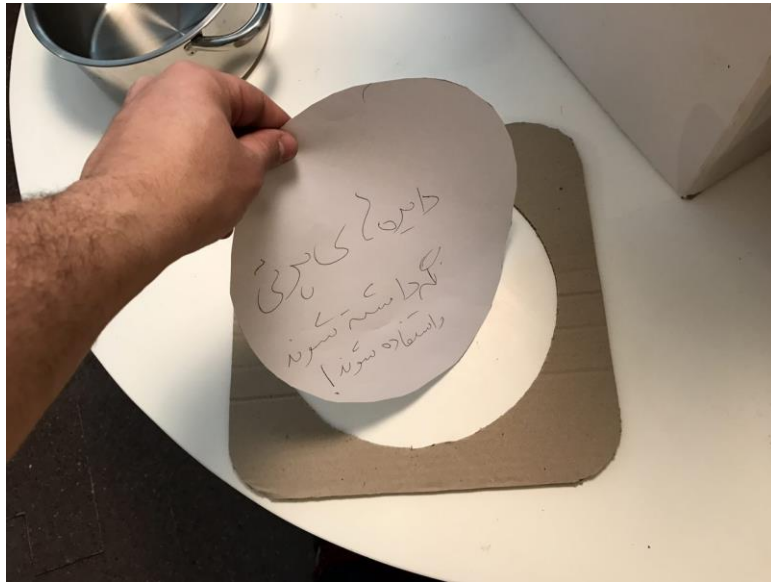


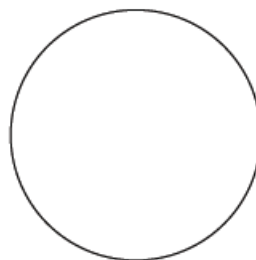
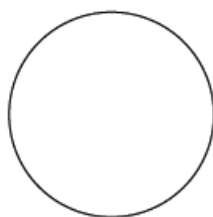
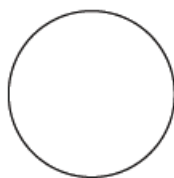
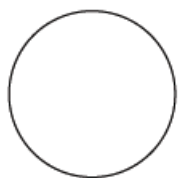
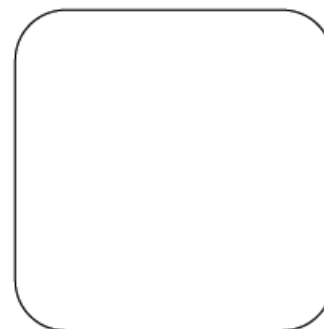
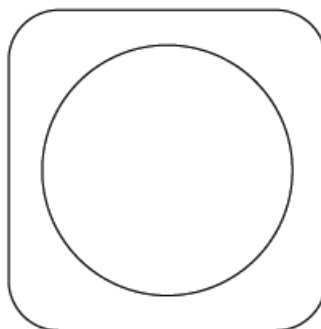
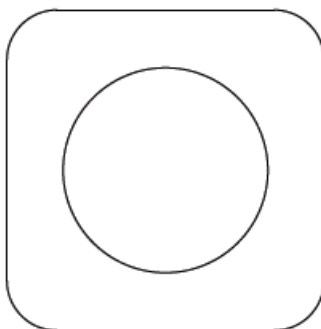
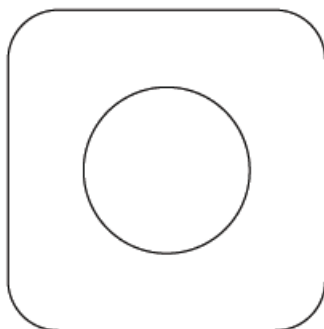
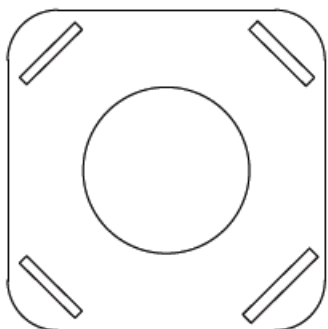
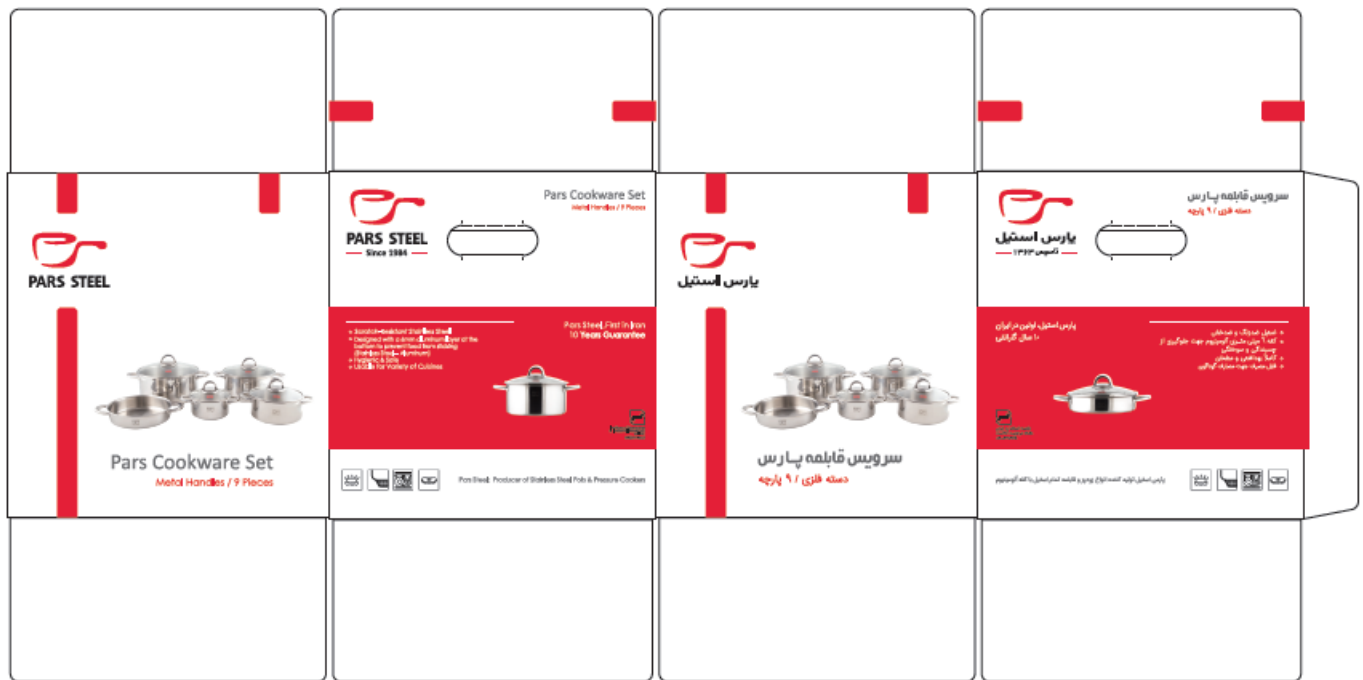


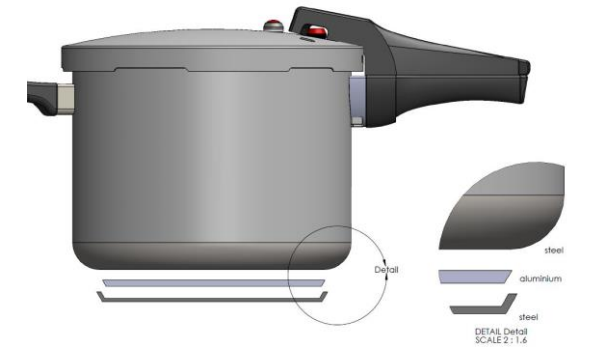
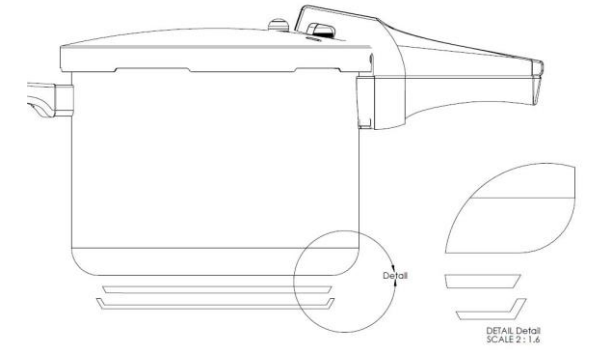
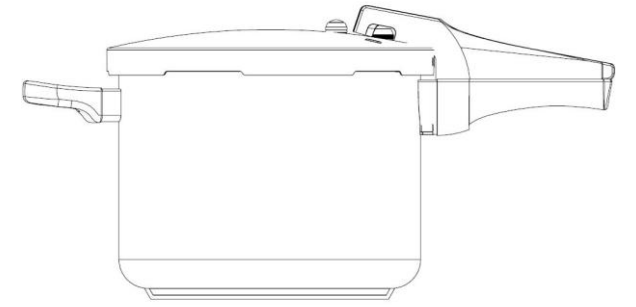
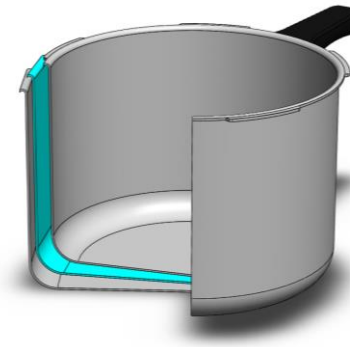
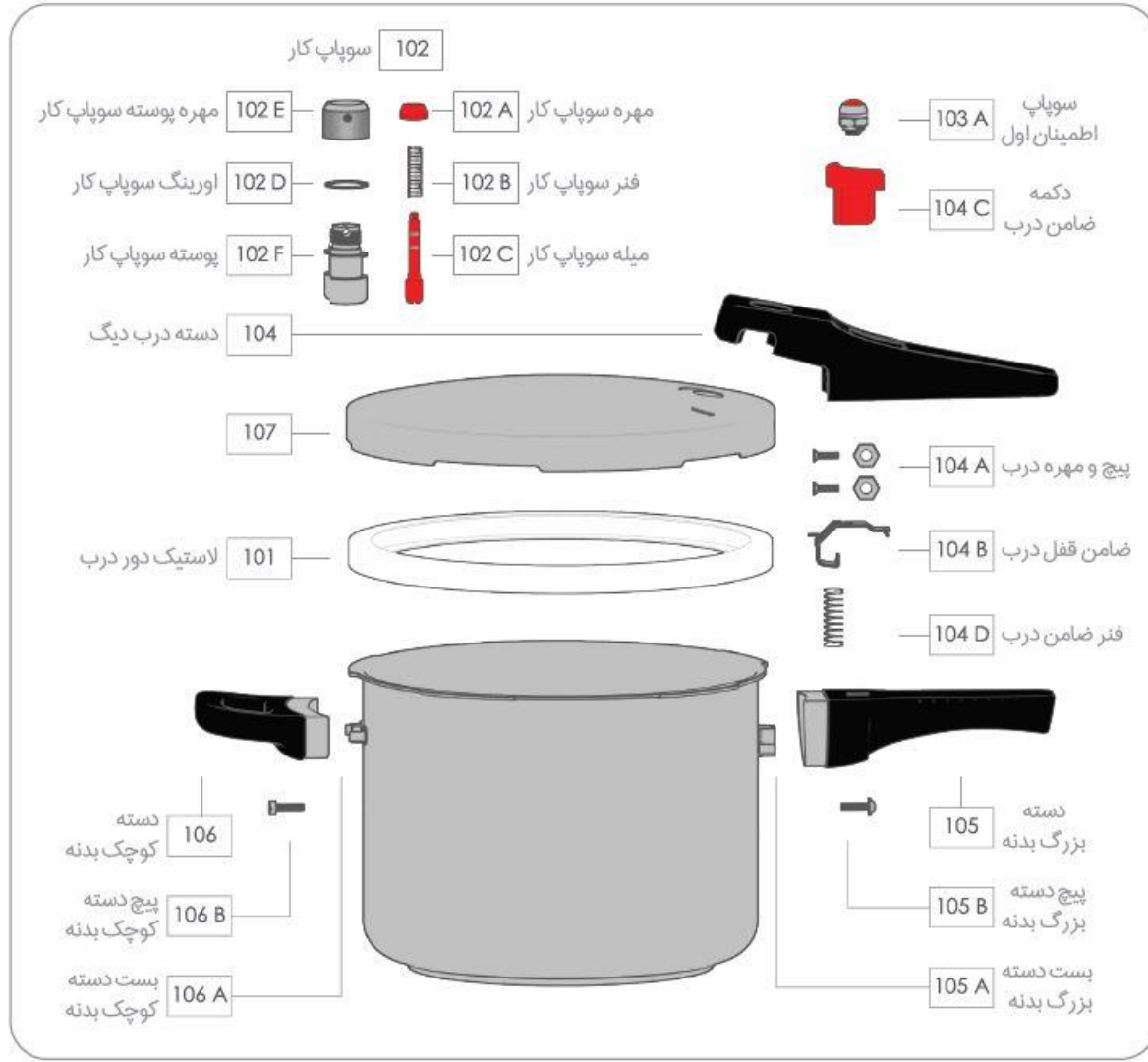












Persia



Pars





*“ User-centered  
design means working  
with your users all  
throughout the  
project ”*

Donald A. Norman



Client

- Iran Air

Projects

- Product Design | Product Identity Design | User-Centered Design

Client's Business Information

- Iran Air is the **Flag-Carrier** of Iran's Airlines Industry, headquartered in the Mehrabad Airport, Tehran. Iran Air operates services to **71 destinations in the world** and used to be the second best airline in the world in the mid-seventies.



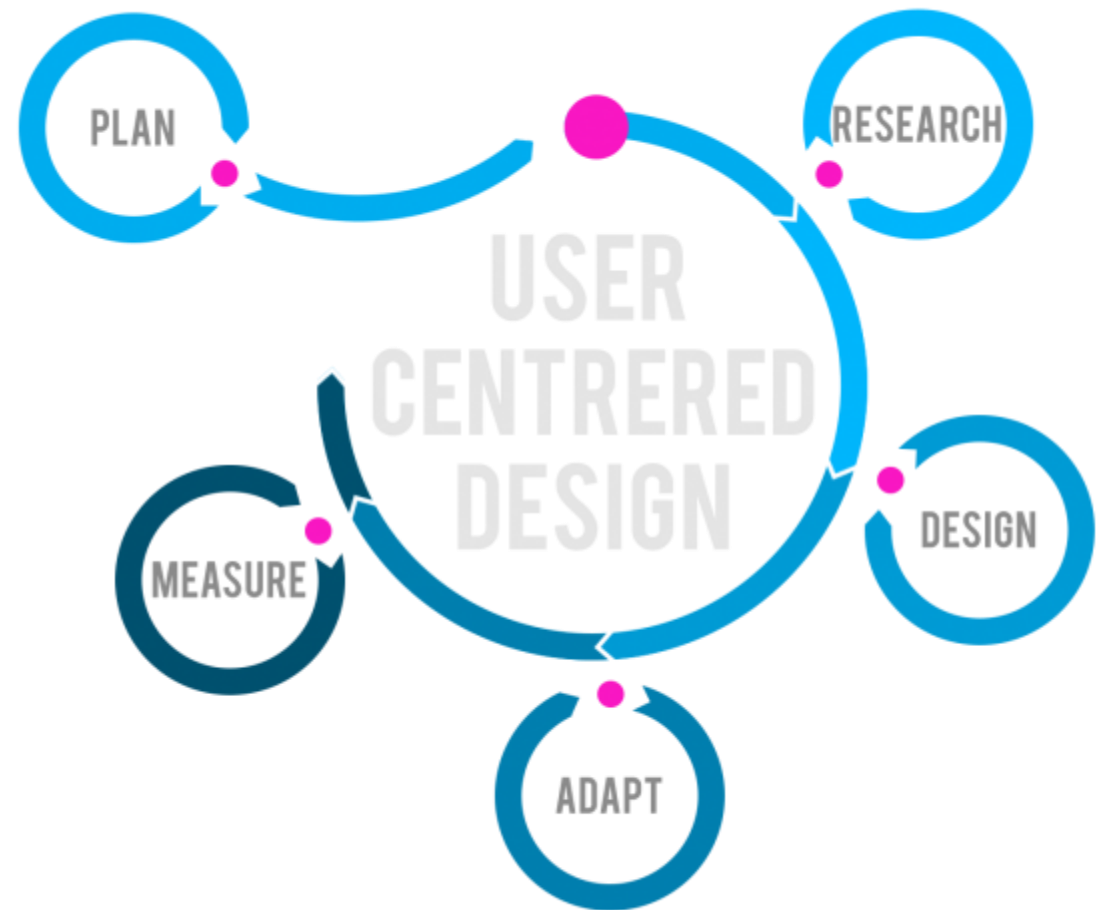
Sides without any slope, resulting unfixing problem



Logo and logotype extruded



Poor injection quality



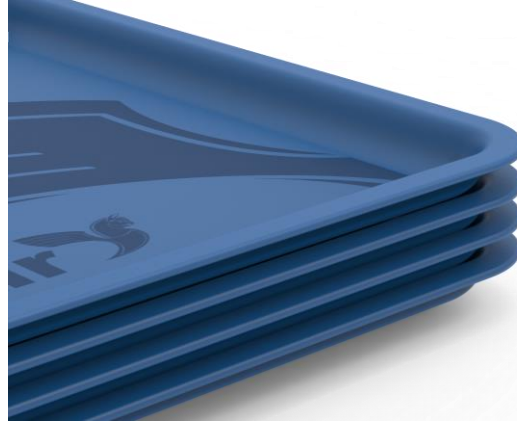
Double filleted corners / so fragile



Railing and non-leveling problem



Visual identity pattern: 5 feathers of the logo means 5 continents in the world  
Therefore, the most related element for designing identity in the catering set's parts was the thing that the brand flies to five continents with



#### User-Centered Design for 3 Sets of Users:

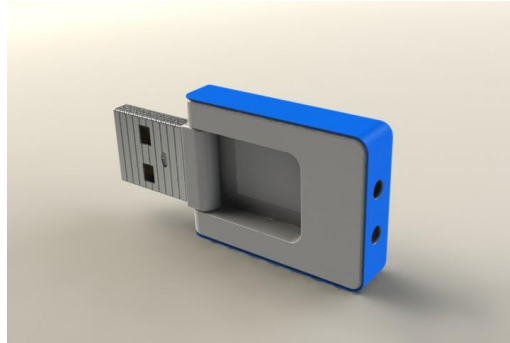
- **User Group 1: Catering Staff at the airports**  
Redesign of the structures in order to be more durable and less breakable  
Eliminating hard reachable areas that have to be cleaned, but due to hard access, some dried food leftovers are stocked
- **User Group 2: Airline Passengers**  
Making optimized space for all areas in the main plate, as well as more ergonomic design in shapes  
Avoiding sharp edges in the design  
Designing Individual Structural Patterns Especially Generated From Iran Air's Logo In Order To Enhancing Brand Awareness All Over The 5 Continents
- **User Group 3: Flight Stewardesses & Stewards**  
Redesigning the edges in a way that the catering trays fit perfectly in the trolley  
Redesigning the trays in a way that they fit together once they are depotted vertically on each other

# Product Design & POPs

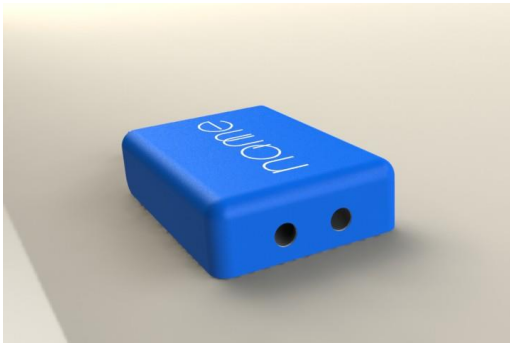




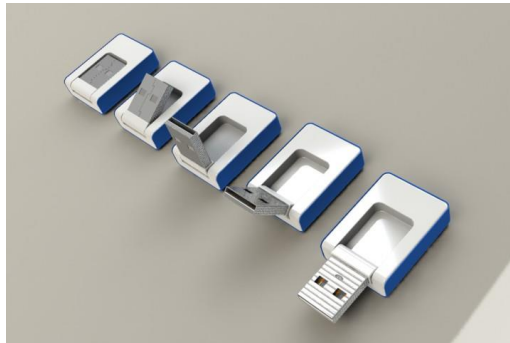
Do you like your brand's name or logotype shine on your product?



A fully opened view stood from side



Characteristic & user centric



Twistability: safer for device & making space



4 gigs twins



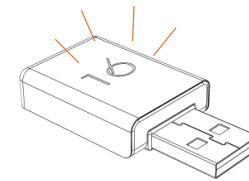
8 gigs twins

## Safe Spot

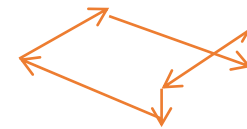
Safe Spot is a concept designed for data storing devices. The first idea was to carve the name or the logotype of the company on it and apply a large LED surface under the carved area in order to make the brand's name shining and glimpsing in neon when the device is plugged in, except having a usually applied circular or rectangular LED on the device.

On the other hand, the twisting capability can make more space in different situations the device is used and this flexibility can also secure the USB from sudden breakings. It also has two top-holes for putting lace through for carrying.

Developed idea for making it as a family is to making it in colors and defining capacity of each with LED numbers (except using the brand name as LED).



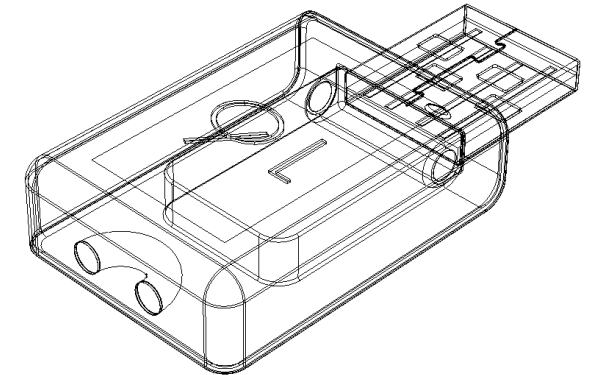
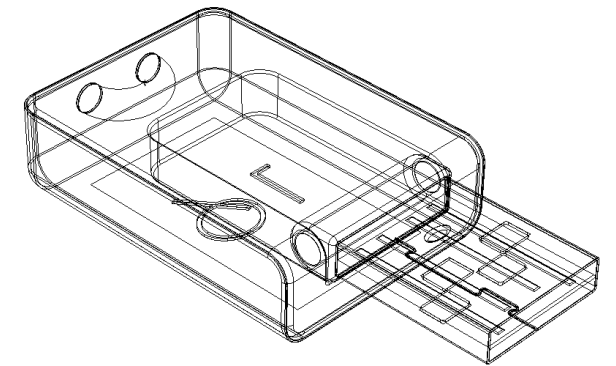
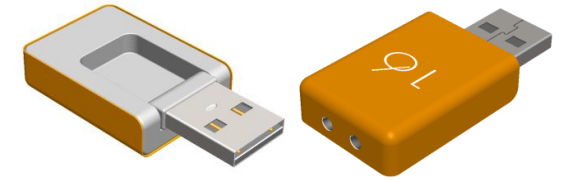
LED shines the capacity number



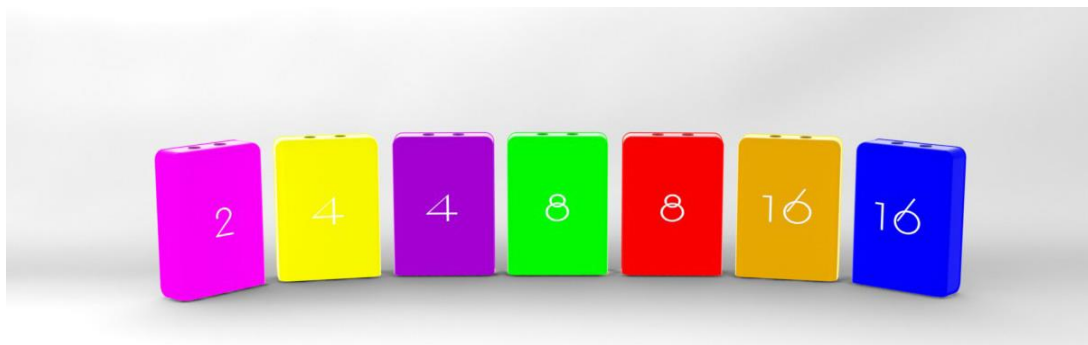
Visual movement according to fillets



Need more space near your laptop?



Wire-frames of Safe Spot



All members together – as shown, for 4, 8, and 16 gigs which are defined in two colors, the color-trim of similar gigs' twins are one in main color and the other one in opposite-compliance color



Pink for the lowest capacity and in one color-trim



Highest capacity of 16 gigs – blue and orange



Set yourself with your Safe Spot!



Or maybe it suits to your lipstick!

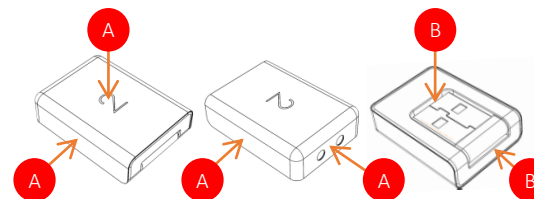
## Identifying designing guidelines

As its design identity, the central-symmetric half curved half cut edges is defined as Safe Spot's product trim's main design gestalt.

Also locating the capacity in the middle of the plastic-textured area and being made with lighting device material (for example LED) is the added-valued identity.

Holes on top can become re-located in other devices of Safe Spot families of different devices according to the usage and design mandatories.

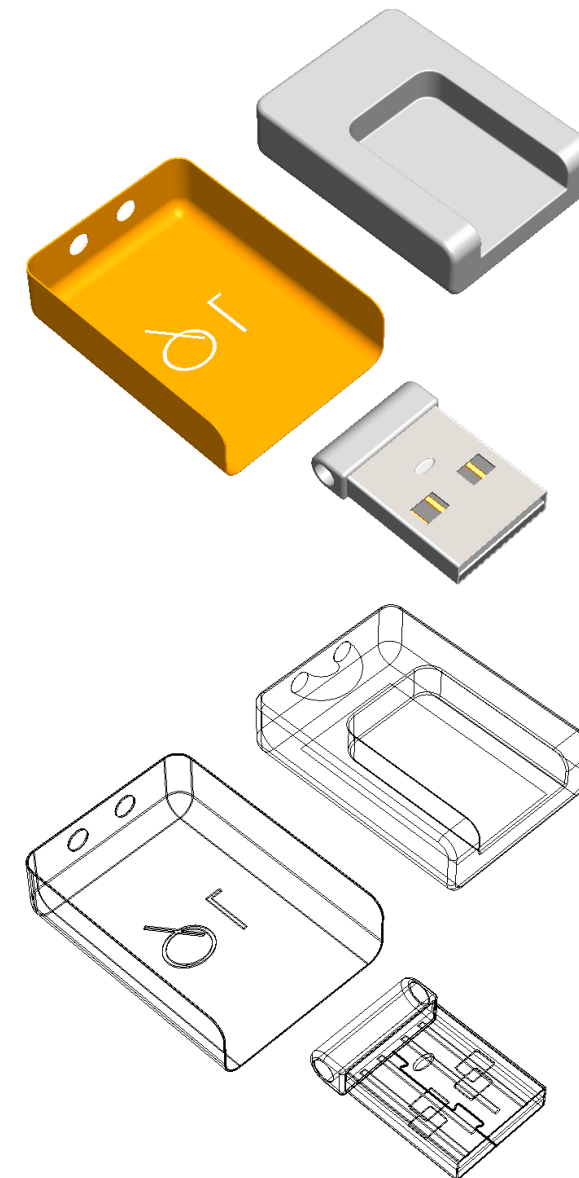
All USB interfaces (including the socket, or USB wire, or literally what is going to be connected to a computer) must be installed under the devices in the place which is mostly metallic or in neutral color (white or silver, etc.).



A: plastic main surface with indicative objects  
B: mostly metalized and contain interface ports



what's your feeling when you're not worried of breaking your flash-memory anymore?!



Wire-frames of disassembled Safe Spot

## Designing Safe Spot external drive

The design is following the defined general identity mentioned in previous page, and secondly is problem solving in two cases: comfort of carrying and convenience in spacing during use. One of the frustrating things in carrying external drives is to carry its USB-wire as well as the main drive. As shown, there are two support hangers embedded at the white-colored front side of the device, holding the wire and waves the frustration of carrying the wire aside the main device. It also follows the identity by being installed at the dedicated side of PC-connection.



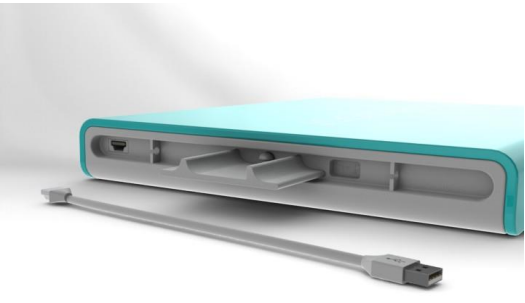
Hi there ☺



Pulling off the wire from hanger teeth!



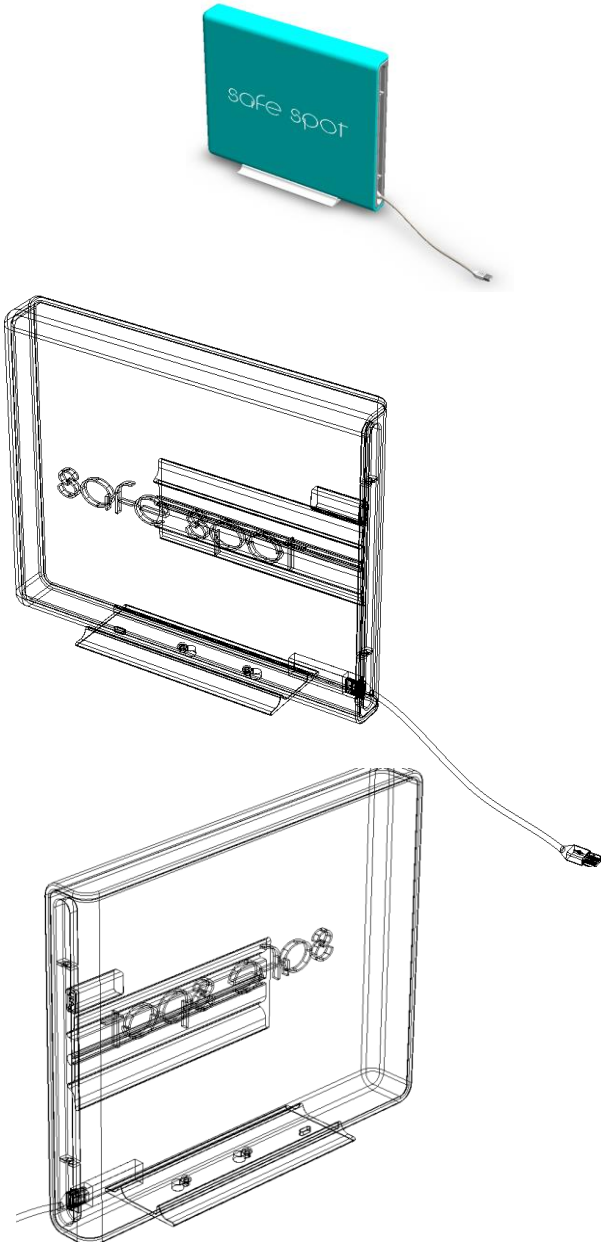
Thinking bigger? Need an external hard drive which can carried easier and applied more convenient?



By pushing the button placed at the right of the middle area, you can get more service



Two holes, following the design identity and also being placed in a useful side



Wire-frames of Safe Spot Hard Drive





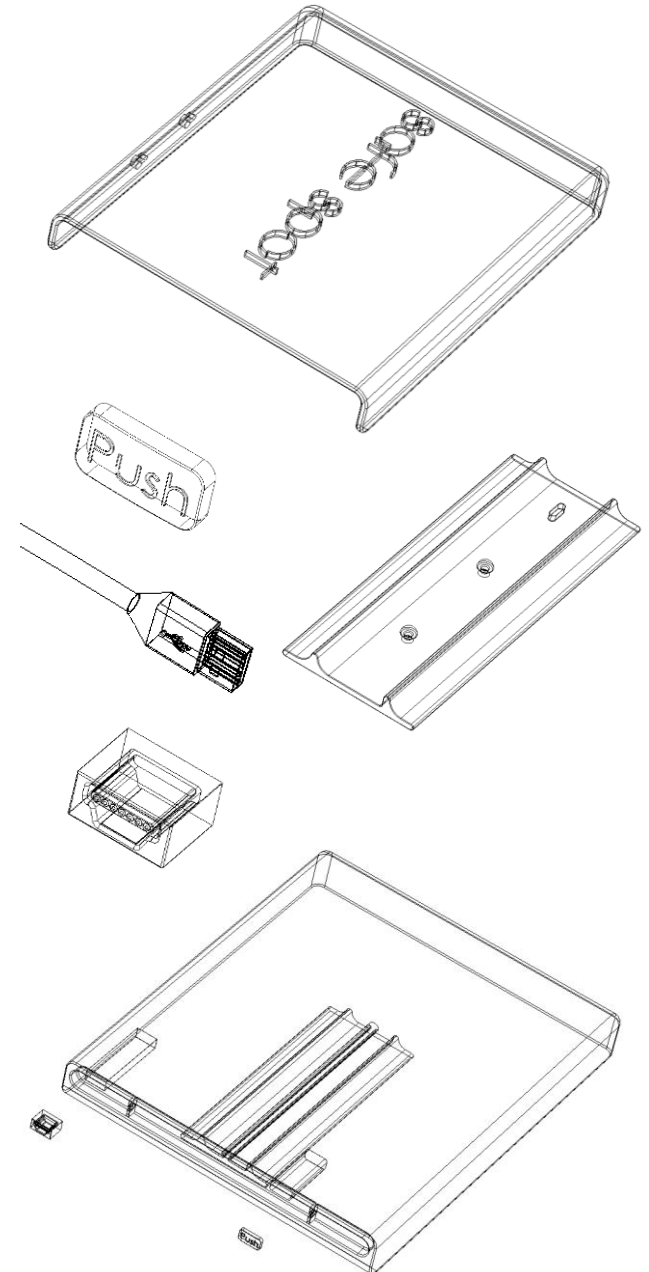
Need more space?! Or even more cooling the device? Just put it on the rails!



And Safe Spot has to come in color trims;



Which color? How big? As an idea, it's suggested that it manufactured with a function that according to how much its capacity is full, the number's digits turn on more shiny (example for the 300 GB: when being full less than 100 GB, only the right zero of 300 turns on; if it's full between 100 & 200, the second zero turns on; & so on;





Safe & Sound in a serious way



Following design identities aside adding tasks



Colors with numbers! All Safe & Sound ©

## Safe & Sound

The multifunctional version designed for the Safe Spot is the Safe & Sound mp3-player which is a simplified and get-to-the-point music player and also a data storage messenger.

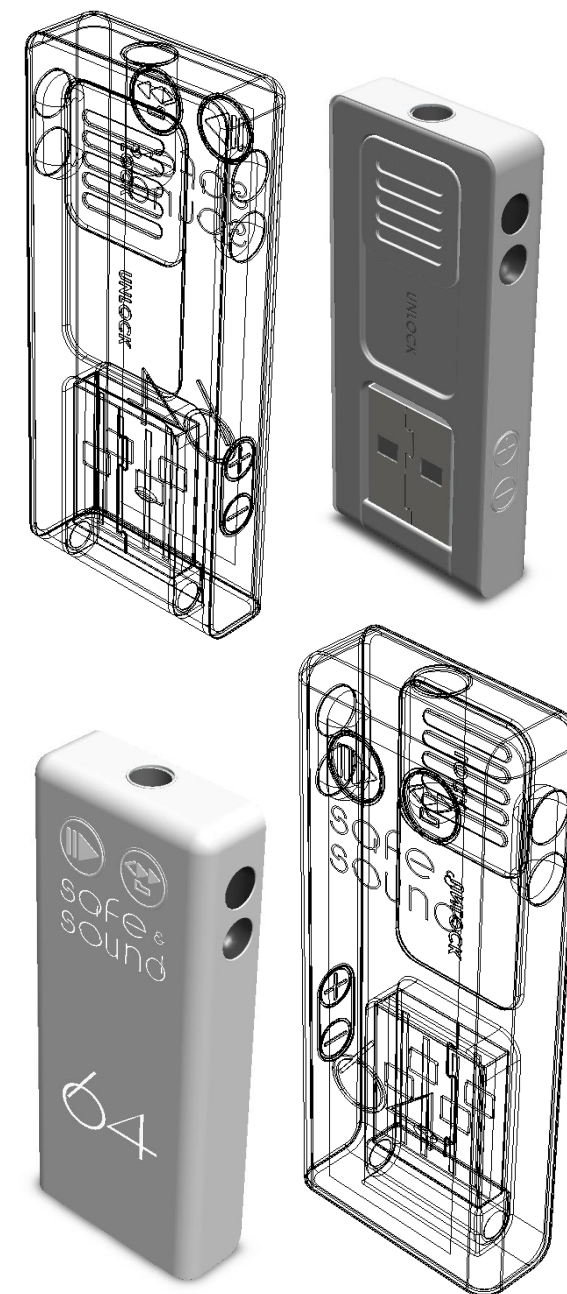
Following the previously designed gestalt identity, Safe & Sound also has a point-centric symmetry design with three rounded edges and three non-rounded ones. Same twistability is maintained in the design of the USB plug.

The light is under the number of its capacity (as it was installed before in Safe Spot), and there are also light LEDs embedded under the two above buttons which are designed for audio playback interface. There are four side holes for lace and a 3-mm jack on the top of the device for headsets.

In order to become more user-friendly and minimalistic, only two main circular buttons are defined for play-back interface. The left one is suggested to function as the play/pause button. By clicking once on the left button, the music plays and by clicking once again, it is paused. The right circular button has five different functions:

- 1) once clicked: the next song starts to get played.
- 2) twice clicked: the yet listening song goes back to its start (or if it has less than 3 seconds past from the now-hearing song, it will go back to the start of the previous song).
- 3) once clicked & the clicking finger remains still after the clicking moment: the yet-listening song will go forth on fast-mode.
- 4) twice clicked and the clicking finger remains still after the clicking moment: the yet-listening song will go back on fast-mode.
- 5) Triple clicking: jumping to the next folder.

At the bottom of the device – near the place the folded USB plug rests – a rolling button is suggested that it either locks the device when user is listening to an audio or turns it of (technically turns it locked on a stand-by mode) when the song is previously paused by user before rolling the button through “lock” direction. This can help a user focusing on what he/she does a side listening the audio and also can prevent unexpected non-user touched functions, which can be eventually made to the buttons by mistake. On the side are also + and – volume buttons placed.





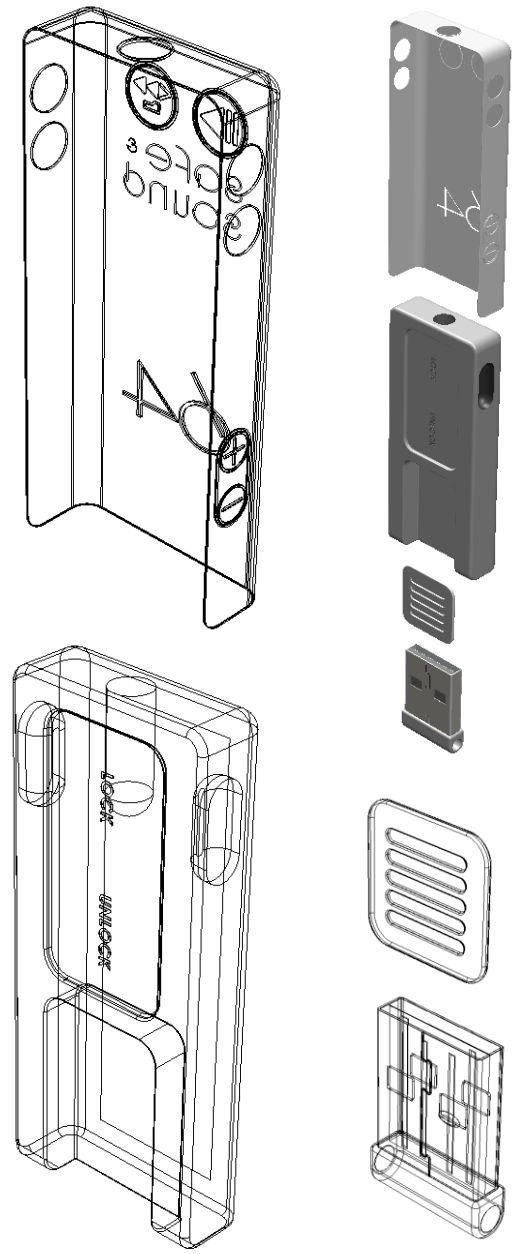
So yes! The side holes are useful



Love your style! Carry your Safe & Sound wherever you go, easier than you imagine

### Safe & Sound development

In case of developing the concepts “Safe Spot” and “Safe & Sound”, what are going to be designed next have to firstly follow the gestalts, visual feelings and aesthetics of the already-designed ones. Also as the design approach has already been problem-solving in one or two categories related to the use of each device in comparison with similar products in the market, the on-going designed devices should at least be a solver or at least more user-centered than its similar competitors yet have been released in the market; Just like what Safe Spot or Safe & Sound concepts brought. A family of a specific product has to be harmonic. Therefore, a desktop case on one hand, and maybe on the other hand a laptop or even cellphones and tablets can be good objects to be added to Safe Spot and Safe & Sound family. The naming is also an other issue which is important in many ways, especially in making relation to the identity of a single family of products, and it also is a quick impact to consumers’ minds in attraction of the product. Names which can be suggested according to the above-mentioned facts can be “Safe & Go” for mobile devices such as cellphone or tablet of this family. “Safe Case” is a suitable name for a desktop case as well. (“Safe & Go” and “Safe Case” shown here are not the finalized designs)







Texture, color and gestalt inspired by Ferrari automobiles which are famous and Italian



Can be sold separately or all together – steamer, main coffee machine, fridge



Capsules holders for inserting coffee capsules



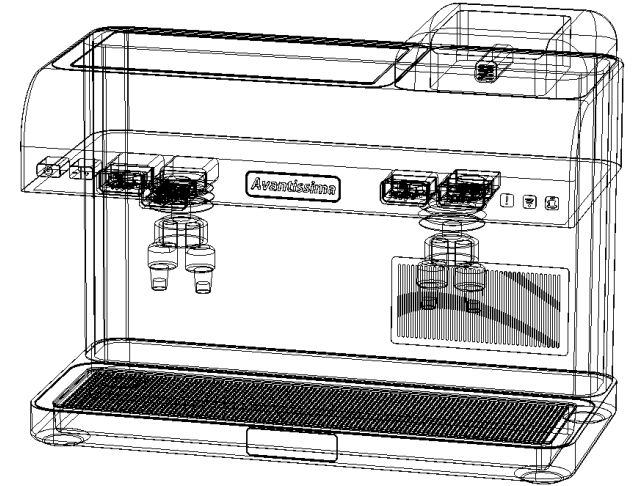
**Avantissima** is a proposed concept of a triple-functional all-together coffee machine to La Cimbali  
This project is done with cooperation with MBA students at Milan polytechnic university, combining their idea of designing a triple functional coffee machine which can also be separately be sold in market.

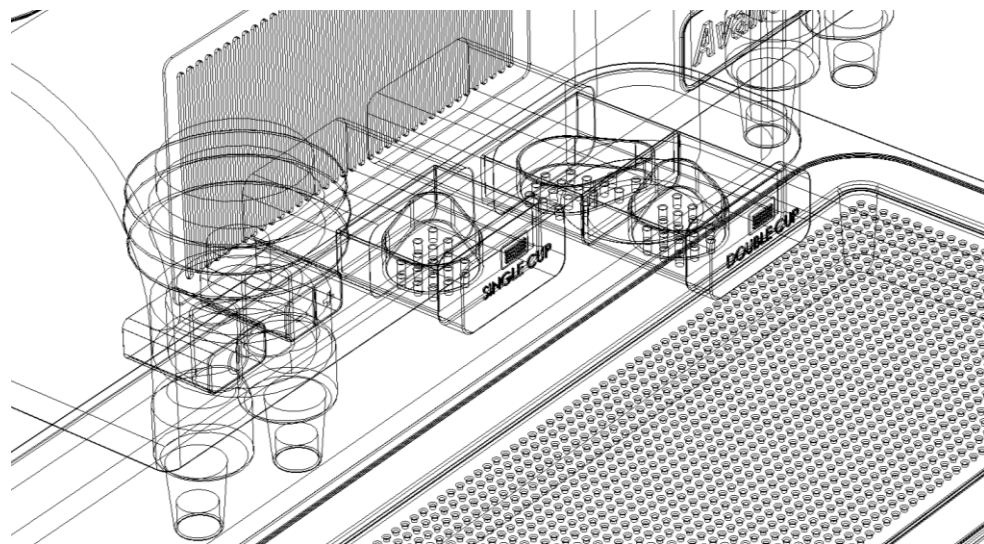
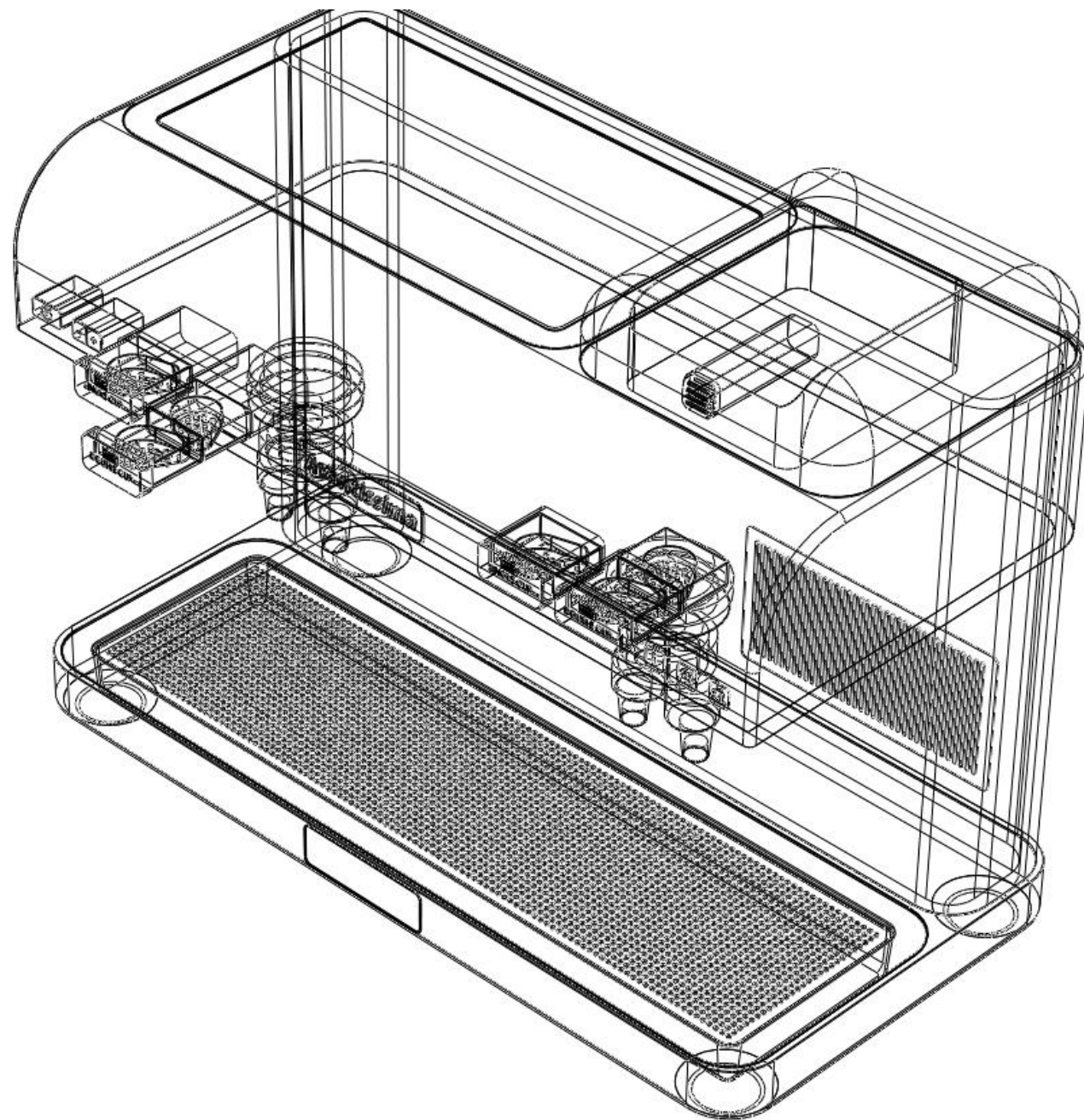
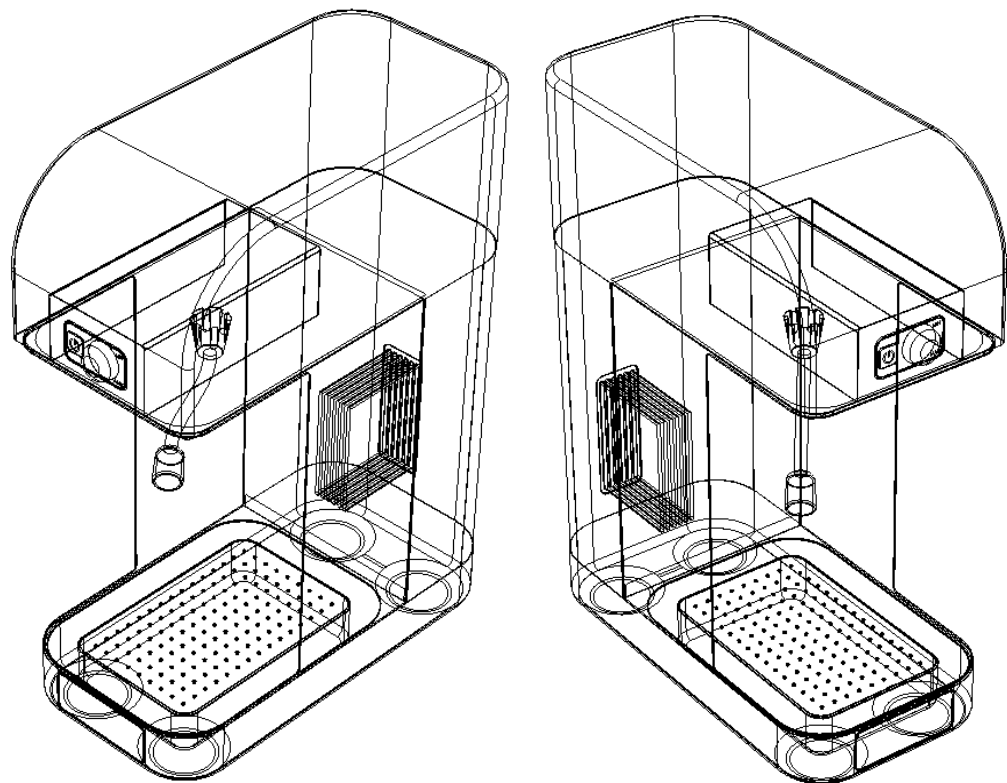


Other suggestion is the capability of being controlled by Wi-Fi



Each sub-machine has to have its own power and resolution buttons; as shown here for steamer



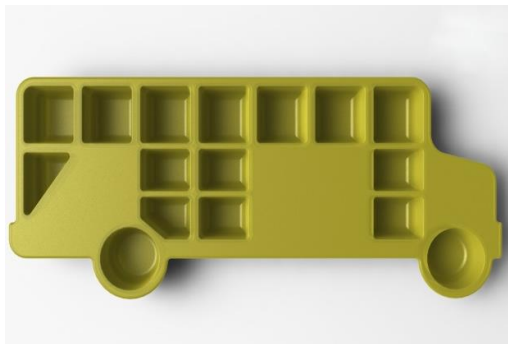




ICE PALAY – the twisting movements of hand in order to pull off the ices is somehow near to playing with a joystick of a video game



ICE HOUSE – different ice cube sizing and shaping



ICE BUS – a bus full of ice; shaping and coloring represents famous yellow school buses



[Interactive Ice Trays](#) introduces concepts of ice trays with the design approaches of delivering the feelings and facts interacted between life and the user. Above is shown the concept of ICE O'CLOCK. Another goal of design was to make different sizes of ice. The material is soft silicon-based.



ICE PAINT – making more random shaped ice with a painting tray shaped ice tray



ICE PAINT – another view with details – having a finger hole for better handling – all concepts designed during my employment at CanDo.

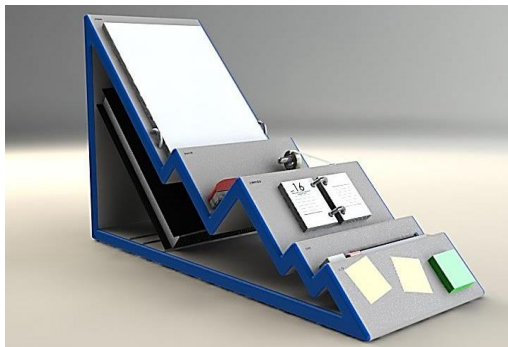




The Fibonacci ratio along with following the standard sizing makes MANAGiSER looks harmonic



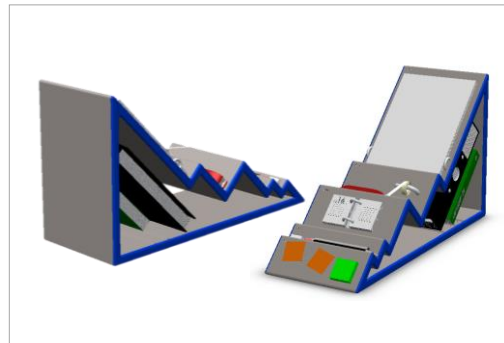
MANAGiSER filled with various of daily-used objects



MANAGiSER is designed in a way that it holds the things according to the probability of the need of each object



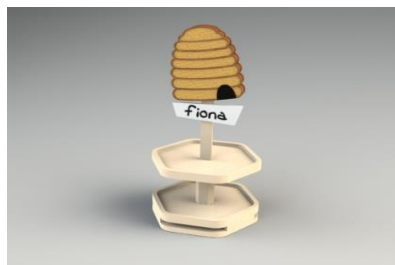
Side shape of the MANAGiSER – resembling a rising chart line which represents a psychologically positive sense of movement or improvement.



Perspective views from front and back sides

## MANAGiSER

The concept of designing the MANAGiSER is to sort things used on working desk like notes, pen and pencils, stickers, papers, books and notebooks, folders, etc. in a way that the ones which are more being used stay front and more handy and the ones which are less used, stay at another part. MANAGiSER is generated from “Manager” and “Organizes” and using a small “i” as the transition letter from Manager to Organizer is also standing for the word “intelligent”, as the product is intelligently designed in order to make the user sort her/his things in a manager-wised way. The other thing is that it is about 36 cm high and 55 cm long with the width of 25 cm, which is usable for most standard desks.

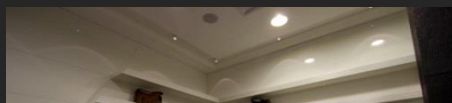


## Fiona Stands

This project was done during my employment at CanDo Design Lab in May. 2013. The client name is Chilack company which is the core of its business holding with sub-brands such as Almo, producer of cooking oils, and Fiona, the producer of natural honey. This project was done for the Fiona brand, including designing two sizes of stands for their honeys: one for small supermarkets and the other one for large grocery stores.

The inspiration of designing the stand was risen up from that-time-mostly-played game Fruit Ninja. The design is resembling a hive that has been cut in pieces somehow like its has been torn via playing Fruit Ninja, making each piece a level for putting honeys on.. The bottom part should be a storage and under the top ceiling has to be lights hung.

The small version is also an inspired one from its bigger size with the difference that the sections are in hexagonal shapes, inspired by hexagonal layers inside a real hive.



## Designing Stands for Belts and Shoes for MoRe'

MoRe' is the brand of a high profile luxury shoes and bags store, located in the Modern Elahiyeh shopping mall in the Fereshteh district, one of the richest neighborhoods in Tehran.

More sells shoes, bags and belts made from high profile Italian and Spanish brands. The interior design had been finished in late 2011, before I got employed at CanDo Design Lab.

Project I done were designing the belts stand and shoes stand of MoRe', following its previously-identified deconstructive design approach.

The belts stand had two etudes, considering fanciness and sense of luxury, along with having a style that shows the more-than-casual value of the belts. Also, the consideration of storage at the bottom of the belts stand was an important issue.

For preventing the difficulty occurs once a belt falls down inside the stand, a small door at the back side of the stand, on the lower area was integrated in order to make it easy for user to reach the fallen belt easily.

The shoes stand is also designed with a deconstructive approach. Having exchangeable front plates for each of the brand that MoRe' imports and sells in the store. The white plates' are made of wood. The belts stand lower box outer texture is black leather.







**Hoti Kara**  
Designing of a POP display stand, containing different products of Hoti Kara which are involving flavors for cooking  
The concept and design approach was inspired by mixture of ingredients as inputs, and the confidence of Hoti Kara in doing the math







#### Added Valued Kick Scooters

University project of the course: Design Methodology

Gadget (Left): designed based on engineering design via Nigel Cross's rational methodology including QFD and House-of-Quality / Corvette (Middle): designed based on Kanzei Engineering design methodology / Shorebird (Right): designed based on Scenario-Based design methodology

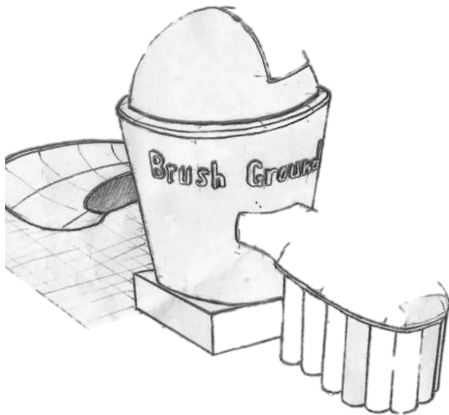


#### Designing Running Shoe with Energy-Storing Capability

Master Thesis of Industrial Design at University of Tehran (2011-12)

Three concepts of energy storing running shoes were designed which each one has the ability to convert generated vibrant energy and solar energy to electricity and store and let it out via a USB port integrated at the backside

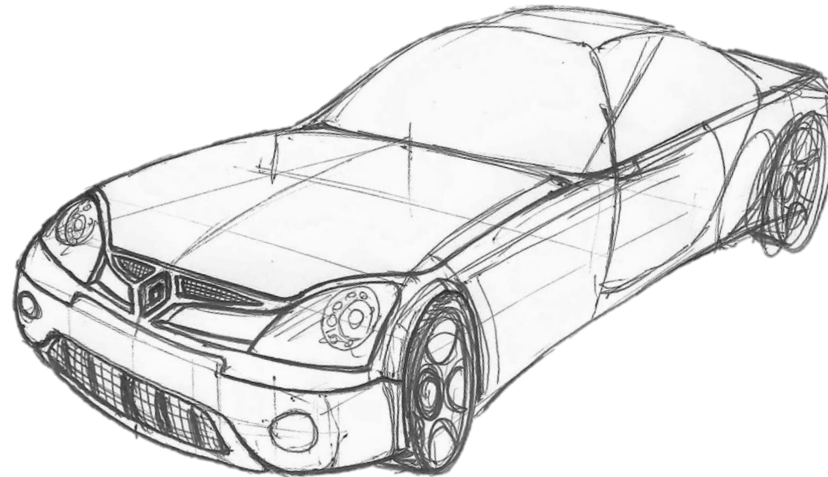
The design process was done according to guidelines of Nike and Adidas



#### Brush Ground Concept

University project of the course: Fundamentals of Industrial Design

Concept: convincing people throwing their trash in the trashcan like they are brushing the ground and taking care of the earth to be more clean



#### Primary Concept for Renault

Free hand sketching – without any design limits – not shown or used

In this design, the only thing was reaching the lines and the whole non-detailed shape I imagined in my mind - The most important thing of the design is trying to shape the gestalt of the front lights become like the gestalt of Renault logo – not used for any other reason, just for sketching improvement.



#### Primary Sketch for Sesame Sauce Bottle

This is one of the many primary sketches of Sesame Sauce bottle done for Oghab Halva project.



# Thank You



[www.mfdesign.org](http://www.mfdesign.org)