

## Contact

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[www.linkedin.com/in/fakhraei](http://www.linkedin.com/in/fakhraei)  
(LinkedIn)

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

[docs.wixstatic.com/ugd/  
f5e86a\\_ea6ec6b0c81345e7a9c5ecfc](https://docs.wixstatic.com/ugd/f5e86a_ea6ec6b0c81345e7a9c5ecfc)  
(Portfolio)

## Top Skills

Industrial Design

Packaging

Product Development

## Languages

English

German

Persian

## Certifications

Service and Repair License of  
Document-Imaging Systems

Metamorphosis Workshop of Product  
Design and Packaging

## Publications

Library Comfort Analysis (ISBN:  
978-3-8454-0250-5)

# Mahdyar Fakhraei

Packaging Engineer (CW) at Facebook Inc.  
Cupertino, California

## Summary

- \* Industrial Designer (MA) and Mechanical Engineer (BS)
- \* Expert in product- and packaging design, packaging engineering, product development and brand structure
- \* 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 design and engineering backgrounds
- \* Having established expertise in applying aesthetics, ergonomics and user-centered studies in laying out pre-manufacturing prerequisites to production line
- \* Proficient in Design Methodology, DFM, DFA, Bill-of-Material establishment, Standard Operation Procedure (SOP), and collateral work with Cross-Functional Teams, in order to leading the designs to mass-production by controlling product/packaging development processes (EVT, DVT, PVT & MP)
- \* Self-motivated individual with extensive experience in Pack-Out Operation and Quality Spec for Vendors and FATP lines
- \* More than 11 years of work experience (7 years exclusively in industrial design and 4 years in packaging design & packaging engineering); worked as team-player and team-leader in product- and packaging design/engineering projects, from entry- to senior level and managerial disciplinary
- \* Influential from engineering stand-point in improving the design issues by troubleshooting on Adhesives, Corrugates, Plastics, Pulp-trays, SBS Cardboard, and Rigid Box
- \* Understanding brand values in different aspects while designing a product, or a package, or a user-experienced service
- \* Accepting the challenge of defining the path of development, either on design and artistic approach, or on operative, technical, or strategic approach;
- \* Design Team Leadership experience for more than 3 years (including product- & packaging-, and graphic designers, and industrial designers)

\* Have been working as Packaging Engineer (contract worker) at Facebook Inc., member of Portal and Packaging PD Teams, at VR Product Design Engineering Department, since December 2018

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## Experience

Facebook (with Spectraforce Technologies Inc.)

Packaging Engineer (CW)

December 2018 - Present (1 year 6 months)

Menlo Park, California

- \* Design for Manufacturability (DFM) of Consumer Electronics Packaging Structure
- \* 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) Customization
- \* 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
- \* Member of Portal Team at AR/VR Manufacturing Department - launched Portal+ (in Europe and UK), Portal (V2), Portal mini, and Portal TV

Monta Vista Oaks Inc.

Industrial Designer

March 2018 - November 2018 (9 months)

Cupertino, CA

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

Karu Solutions (formerly known as CanDo Design Lab)

Senior Industrial Designer - Design Team Lead

February 2012 - February 2018 (6 years 1 month)

Tehran

- \* 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)

Sazan Co. (Khak-e-mosalah Sazan)

Mechanical Design Engineer

September 2008 - September 2009 (1 year 1 month)

Tehran

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

- \* Field Operation

AF Optical Inc.

SolidWorks Engineer (Internship)

September 2007 - August 2008 (1 year)

Fremont, California

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

- \* Part purchase estimation and modification

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## Education

University of Tehran

Master's degree, Industrial and Product Design · (2009 - 2012)

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 · (2007)

Sharif University of Technology

First 2 Years of Bachelor's Studies, Mechanical Engineering · (2003 - 2005)

Peyvand Highschool

Diploma, Math-Physics · (1999 - 2002)