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Portfolio: https://drive.google.com/file/d/1-uqZcFKLdQjBRjAc4kc0878qeVGrKQ_8/view?usp=sharing

Date of birth: 27 Jun 1991 **Nationality:** Iranian

WORK EXPERIENCE

[1 Aug 2021 – Current] **Product Designer & UX Researcher**

Dynamic Stacks LTD <http://dynamicstacks.co.uk>

Country: United Kingdom

Main activities and responsibilities:

- Ideated and Developed Five Product Proposals including an XR educational game, an XR Filming app, an audio based social network, a digital fashion design platform, and a language learning application
- Designed an XR Filming app to bring Virtual Production to iPhone
- Designed a 3D Metaverse Fashion Design application for iPad that allows users to design, share, and wear 3D digital clothing
- Designed an iPhone companion app for this Fashion design application to facilitate Metaverse Fashion Modelling
- Led the Development of the projects
- Conducted Generative & Evaluative UX Research
- Designed A Variety of Tools to Help Users Design 3D Clothes
- Created Paper Prototypes
- Created Wireframes with Balsamiq Mockup 3
- Used Various Design Tools including Figma, Adobe XD and Protopie for prototyping
- Designed Website for Company
- Designed 3D UI Elements with Rhinoceros, Blender and Maya
- For designing these products I conducted interviews, field research, and observation
- I used the collected data for developing personas and user journey.
- Led the development of these projects via a mixed agile method by combing FDD and Scrum.
- Used T-Testing to study task time completion time and our finding demonstrated that my design can reduce the time needed for designing 3D clothes significantly
- Designed Micro Interactions

[Nov 2021 – Feb 2022] **Technical Reviewer**

Packt Publishing

Country: United Kingdom

Main activities and responsibilities:

I reviewed the fifth edition of Unity Artificial Intelligence Programming. I checked the consistency of manuals and the functionality of scripts of the book.

[Aug 2017 – Jun 2021] **Founder - Digital Product Designer & UX Researcher**

Humind Labs <http://humind.xyz>

Country: Iran

Main activities and responsibilities:

I founded Humind Labs to work on my interdisciplinary ideas, create my own startups, research human-computer interaction and help other startup founders by providing innovation consulting, product design and usability studies services. As a facilitator of participatory design workshops, I helped my clients develop their ideas by coaching them with a board game I developed for ideation and brainstorming.

It is relevant to note that, we were pioneers in the field of AR/VR as we designed AR-based social networks, AR Art applications, and utilized AR to facilitate collaboration. As a result of publishing these applications to the App Store and analyzing the user analytic data, I was able to conduct a comprehensive investigation of the user experience in XR environments. One of our applications reached the Top 100 productivity apps in AppStore. Finally, I used this insight to design the HMD version of our applications for days when the XR HMD became widely popular.

I also designed and engineered the cognitive ledger project which includes a cognitive architecture for personal cognitive digital twins, a blockchain based infrastructure for storing data of personal digital twins, a desktop application for knowledge mining, and a mobile app for using the generated personal AIs.

- Advised Clients & Designed a Wide Range of Products for Clients
- Designed of XR App Startups (Product Design, UX/UI, UX Research)
- Authored Several Papers as the Results of Studies for these Projects
- Designed 3D UI Elements for Augmented Reality Applications using Rhinoceros and Maya
- Led Development of the Projects
- Researched About User Experience in Human-AI Interaction, Human Object Interaction, AR/VR Commerce
- Performed Market Research
- Designed a Messenger based ChatBot for e-Commerce
- Used User Analytic Data to Improve Usability of Applications
- Facilitated Participatory Design Workshops to help my clients
- Conducted Usability Studies to Create User Centered Design and Humanized Experiences
- Created Low Fidelity and High Fidelity UIs with industry standard Balsamiq, Figma, and Adobe XD to facilitate usability studies and concept testing
- Used Photoshop, Vectorator, and Illustrator to create 2D UI elements
- Designed App Icons
- Used UserTesting.com, Interviews, Future Toolkits, Survey and Shadowing to gather insights about users in order to create user centered designs
- Created Personas, Empathy Map and User Journey based on the Collected Data
- Used Sketch to VR Plugin with Sketch to create VR app prototypes
- Used Apple Reality Composer to make Augmented Reality Experiences
- Used to Unity to study HMD Device Interactions and Prototype 3D Scenes

[Jan 2019 – Jan 2021] **Founder/ Game Designer**

Lunar Ludologists Game Studio

Country: Iran

<https://lunarludologists.com/>

Main activities and responsibilities:

I designed [PubFighters AR](#) as one of the First iOS AR Games in which motion tracking technology is used to put the movement and power of your body in the immersive world of augmented reality.

It was developed before iOS 13 and my game design tactics made it possible to place virtual objects in the proper position without using People Occlusion technology. Furthermore, I designed eight levels, two single player gaming modes and two multiplayer gaming mode for this game.

Besides that, when I was working on Project Gods, I developed a cognitive architecture for representing humans in virtual environments, such as video games. Sadly, due to a lack of resources, the development of this game has been stopped, however the roots of Cognitive Ledger return to this project.

Also, We published several academic articles about video games, including an article about the internal economy of video games, which has been read more than 1000 times on ResearchGate.

Moreover, I designed some other games, but they have not been published yet, including:

- [Clash of Drones AR](#): I designed whole the game including game economy, levels and 3d models
- [Portals & Dungeons GDD](#)

In summary, I have done following activities:

- Game Design and Creating GDD
- Designing UI of Mobile Games with Adobe XD , Adobe Photoshop and Vectorator

- Researching & Designing User Experience of Mobile Games with Applying Engaging Game Mechanics
- Designing AI System of Games
- Designed a Serious Game for WatchOS
- Designed and prepared 3D models for our games by using Rhinoceros, Maya, Zbrush and Blender.
- Used Adobe After Effect for prototyping AR tracking experience

[Aug 2016 – May 2021] **Founder & Web Designer**

Fox e-commerce group (Arvand Smart World Development LTD)

Country: Iran

Main activities and responsibilities:

- Managed Online Shops
- Designed Websites
- Created Website Wireframes
- Used Card Sorting to Create Information Architecture for Our Clients
- Used Google Analytic Tool Data to Improve the Conversion Rate and Customer Retention
- Used predictive visual analytic tools to improve usability of the websites (Neurodesign)

[Aug 2011 – Jun 2016] **Founder - Mobile App Designer & Developer**

Simorq Cloud Solutions

Country: Iran

Main activities and responsibilities:

While studying at the university, I understood that getting funding for innovative ideas is hard, So I started my own company to fund my research. At first, it was a hosting company, and I also developed Windows Phone & iOS Apps. Then by conducting the market research, using the blue ocean strategy, and applying digital marketing techniques, I launched several e-commerce websites. We also used A/B testing to improve the conversion rate of sites. Then, I designed these websites based on the defined business goals. Two of our sites had become the most popular online video game shop in my country during that period.

EDUCATION AND TRAINING

[28 Jan 2022] **Digital Fashion Innovation, a 3-course Specialization**

Parsons School of Design, The New School on Coursera <https://coursera.org/share/16992595778cd7b00d9196780b86ba82>

Address: United States

[7 Oct 2020] **Deep Learning, a 5-course specialization**

DeepLearning.AI on Coursera <https://coursera.org/share/844fdd92695e57a3d29143a3d1e4e9c9>

Address: United States

Main subject / occupational skills covered:

I learned how to create and train deep neural network by using different Python based toolkits such as NumbPy, Keras and Tensorflow

[29 Feb 2020] **Futures Thinking ,a 5-course specialization**

Institute for the Future on Coursera. <https://coursera.org/share/92d4463fa59f7abca2e7d0ce25a648e1>

Address: United States

[Jul 2019] **VR and 360 Video Production**

Google AR & VR on Coursera <https://coursera.org/share/de4498ecc027f357b80722b12dfe04ce>

Address: United States

[Mar 2019] **Game Design: Art and Concepts, a 5-course specialization**

California Institute of the Arts on Coursera <https://coursera.org/share/1d773f9e90a1052ef84e24a66b015b6b>

Address: United States

[30 Jun 2018] **Graphic Design, a 5-course specialization**

California Institute of the Arts on Coursera <https://coursera.org/share/42694efb87cd9f4df5312937b4fa61b0>

Address: United States

[28 Mar 2018] **Interaction Design, an 8-course specialization**

University of California San Diego on Coursera <https://coursera.org/share/0e0e322ccff3af7074681144185dd74b>

Address: United States

Main subject / occupational skills covered:

In this program I studied:

- Using MarvelApp and Invision
- Input and Interaction
- Social Computing Paradigm
- Human-Centered Design
- User Experience: Research & Prototyping
- Designing Storyboards & Wireframes
- Design Principles
- Direct Manipulation Interfaces
- Designing, Running, and Analyzing Experiments such as A/B testing

[4 Nov 2016] **An Introduction to Consumer Neuroscience & Neuromarketing**

Copenhagen Business School on Coursera <https://coursera.org/share/5b5bbb42866ef4ab9b832697e381368a>

Address: Denmark

[30 Sep 2016] **Product Design: The Delft Design Approach**

a course of study offered by DelftX, an online learning initiative of Delft University of Technolog <https://courses.edx.org/certificates/c41c4adc6a904ad7b98c550a92a47c2e>

Address: Netherlands

[11 Jul 2016] **Management of Fashion and Luxury Companies**

Università Bocconi on Coursera <https://coursera.org/share/16d099e2e2770a73772b516293fb19bc>

Address: Italy

[30 Sep 2014 – 11 Sep 2016] **Master's Degree in Information Technology Management - Electronic Business**

Kharazmi University <http://khu.ac.ir>

Address: Tehran, Iran

Final grade: 18.52 / Out of 20

Number of credits: 32

Thesis: 19.5/20

Main subject / occupational skills covered:

Pertinent Courses:

- Statistical Analysis
- Business Process Re-Engineering
- Fuzzy Logic & Artificial Intelligence
- Electronic Marketing
- Electronic Business
- Electronic Government

[30 Sep 2010 – 2 Sep 2014] **Bachelor's Degree in Computer Engineering- Software**

Islamic Azad University North Tehran Branch <https://ntb.iau.ir/en/page/1803/about-iau-tnb>

Address: Tehran, Iran

Final grade: 16.69 out of 20

Number of credits: 146

Thesis: 18 out of 20

Main subject / occupational skills covered:

For my BSc Thesis, I designed and developed an iOS application for management of daily tasks.

Pertinent Courses:

- Principle of User Interface Design
- Software Engineering I & II: I learned about Software Testing, UML Design, Software Development Frameworks such as RUP, Scrum & FDD and I engineered a software project by designing the classes and related diagrams such as Use Case Diagram, State Diagram & Activity Diagram
- Advanced Programming(C++)
- Software Project Management
- Artificial Intelligence
- Entrepreneurship

[Feb 2013] **Diploma in Business Administration**

Joint Program Between Tehran Institute of Technology and ITEC(Dubai)

Address: Iran

Main subject / occupational skills covered:

During this program, I studied an e-commerce class which was taught by a tech marketing manager from the San Francisco Bay Area who has experience teaching MBA programs to Silicon Valley executives, and this program gave me a deep insight about electronic commerce business.

LANGUAGE SKILLS

Mother tongue(s): Persian

Other language(s): English

SKILLS

Figma

Figma is my favorite design tool for many reasons. There is a minimal user interface, it includes the necessary tools and includes a fantastic component system, and, of course, it has an awesome community. I am so obsessed with Figma that I even use it for making printed documents. I mostly use Figma for its component system and making basic vector graphics.

Adobe XD

I mostly use Adobe XD for its 3D transformation, and Voice Input interaction.

Adobe Photoshop

I used it for making logos, mixing images for use in websites and also preparing textures and maps for 3D models. I have probably used Photoshop in every project I have ever worked on.

Protopie

Protopie lacks the graphic editing tools which are available in Figma or Adobe XD. However, I love using it for non-ordinary based interactions such as tilt and compass and implementing camera view in prototypes, which was useful for me in designing games and AR interactions.

Adobe Dimension

I'm using it because it is a handy and free rendering application. By using this software, I can render 3D scenes instead of relying on just stock illustrations for use in mobile apps and websites. I can also create 3D prototypes and storyboards to illustrate my ideas to my teammates

Adobe Aero

It allows me to prototype AR games because Adobe has integrated Mixamo animations within this app.

Mixed Methods in UX Research

In UX Research I believe in using both quantitative and qualitative methods. I found that using interviews and observation helped me explore problems and needs directly. Meanwhile, quantitative methods, such as usability surveys and task completion, allowed our teams to validate ideas before it was too late.

Rhinoceros

It is my favorite 3D modelling application because it is light and has dozens of tools for facilitating 3D modelling. And with the increase in the processing power of devices, its high polygon model generation can be useful more than ever. Additionally, Grasshopper, the visual programming environment of this application allowed me to create parametric models such as Voronoi. I used it for designing 3D environment of virtual museum of HCI. Furthermore, working with a complex system such as grasshopper helped me design complex systems, such as game authoring tools.

C++

I studied C++ in advanced programming, and I still use C++ for programming Arduino and using in Internet of Things projects.

HTML & CSS

I used HTML & CSS to add short codes to WordPress, understand the limitations of web developers and customize WordPress Styles. I also used it together with ASP.Net for web programming.

SwiftUI

I learned SwiftUI to learn its limitations, know the available UI Components such as Picker and its styles, and to understand its impact on reducing UI bugs. Swift has drastically reduced UI bugs and the time required for testing on our projects since I encouraged the development team to use it in development.

Adobe After Effect

As a prototyper of AR Experiences I used Mocha AE to track and place virtual elements, but since RealityComposer and Adobe Aero have been released, there is less need for Adobe AE, so I sometimes use it for motion graphics.

Blender

For converting 3D formats, editing avatars made with MakeHuman application, and cleaning up downloaded 3D models, I use Blender.

Balsamiq Mockup

I prefer to draw wireframes with markers however, In order to create more refined prototypes specially for Paper Based Prototyping I use Balsamiq Mockup.

Unity

I am familiar with Unity for managing 3D assets, using script graphs which are similar to Unreal Engine's Blueprints visual scripting language, working with C# to make classes to implement basic interactions and using its Unity ML Agents. Besides that I used Unity with Oculus Quest to create a virtual museum.

Participatory Design (Co Design)

I designed a board game to facilitate ideation and participatory design for my clients. In the cognitive ledger project I used participatory design for designing personal digital twins.

ShapeXR

Rapid XR prototyping was released at the end of 2021. I learned how to use it quickly and it helped me to create XR while wearing Oculus Quest, as well as discover UX issues related to field of view.

Persona & AntiPersona

I created various types of personas to put the team on the same page about our target customers. Different projects require different personas, for example I considered player motives in the personas of a game design project. In addition, I created AntiPersonas to illustrate the users we should avoid. For example, we should prevent malicious users from creating criminal content on our platform.

Startup

My multidisciplinary background gave me a better understanding of the technology and business aspects of starting a tech startup. It has also helped me start my own business, as well as advising several clients. I have a good understanding of lean startup, business models, revenues and marketing channels.

Using NeuroScience in Design

I have utilized NeuroScience in UX design in two ways:

- EEG Signals: During BA program, I had the chance of working with Emotive BCI headsets, and I learned that by measuring the theta waves, we can have a better evaluation of cognitive load on users.
- Visual Predictive Tools: I used visual predictive tools which simulate eye tracking systems to generate heatmaps of websites to evaluate the increase in clicks on certain pages.

Design Fiction & Scenario Writing

I used Design Fiction and scenario writing to facilitate co-design, since it allows team members to feel future technologies that are not available yet. As a result, we were able to brainstorm long-

term projects. For example, I used it in an IOT project to facilitate thinking about IOT in the next 10 years.

Card Sorting & Information Architecture

I use card sorting mostly for designing information architecture for websites. I usually use open card sorting because it allows me to become familiar with the terms that the target community is accustomed to. For example, when I was helping a client with a travel sector startup, this technique allowed me to suggest the right terminology for their content strategy and UX writing efforts at the same time.

Autodesk Maya

I used Autodesk Maya for modelling low poly 3D models, This is because in the early days of handheld AR, even the flagship devices did not have enough power to process high polygon models. Then I painted the 3D models using Substance Painter.

ORGANISATIONAL SKILLS

Multi Tasking & Priortising Tasks

Being the manager and designer of two companies as well as trying to learn new things constantly, I have handled several tasks at the same time. Because of this, I learned to manage my time and priorities well. During my undergraduate studies, I even started my first company. It had been times when I had to prepare for a challenging exam and deliver a design to the client the same day, which made me able to handle a large amount of work without feeling overwhelmed.

Team Working

Making big things requires team work. In these years of experience, I learned to work with team members from different walks of life. This included people who were younger than me to people who were the age of my father. Working with team members, especially in design activities allowed me to see things from different perspectives and made it possible for our company to focus on big things.

Problem Solving

For the majority of my projects, I solved difficult problems that seemed unsolvable. I never gave up on difficult problems.

Leadership

- I am responsible for leading a global chapter of Metaverse Professionals and a local chapter of computing professionals in the capital of Iran.
- During my BA and M.A. years, I was trusted by students and professors to lead most classes.

Project Management

My father taught me project management before I studied it at university because I helped him create Gantt charts in his construction company when I was a kid. For project management, I currently use OmniPlan and Asana.

PUBLICATIONS

- [2022] **5 Crucial UX/UI Principles for Designing Augmented Reality (AR) Apps**
<https://hackernoon.com/5-crucial-uxui-principles-for-designing-augmented-reality-ar-apps>

[2021]

Cognitive Ledger Project: Towards Building Personal Digital Twins Through Cognitive Blockchain,

<https://ieeexplore.ieee.org/document/9672433>

2nd International Informatics and Software Engineering Conference (IISEC) 2021, Turkey

[2021] **Marketing Centric Idea Evaluation Process for Startups**

<https://hackernoon.com/marketing-centric-idea-evaluation-process-for-startups>

I discussed our Idea Evaluation method in Humind Labs.

[2021] **The Future of Ownership: A Disruptive Scenario**

[https://www.ijbmi.org/papers/Vol\(10\)1/Ser-3/11001036674.pdf](https://www.ijbmi.org/papers/Vol(10)1/Ser-3/11001036674.pdf)

International Journal of Business and Management Invention

[2021]

Human-Paper Interaction in the Digital Era: Directions for Human-Information Interaction Design

<https://eudl.eu/pdf/10.4108/eai.12-10-2021.171250>

EAI Endorsed Transactions on Creative Technologies

In this paper, I conducted an extensive research about human-paper interaction by conducting interview, observation, gathering expert opinions, literature review and social media content analysis, then I proposed five design implications for usage in Human-Computer Interaction including Spatial UI and Blockchain Enabled Design.

[2020] **iParallel: A SmartWatch-based Serious Game for Organizational Learning**

<https://ieeexplore.ieee.org/abstract/document/9375157>

Reference: International Serious Games Symposium

In this study, I proposed design of an smart watch based serious game and game authoring tool for organizational learning.

[2019] **Using Physical Object Detection as User Interface in Video Games**

https://www.researchgate.net/publication/334194781_Using_Physical_Object_Detection_as_User_Interface_in_Video_Games

2nd International Conference on Technology Innovation in Science, Engineering & Technology,

[2019]

Content Marketing and Online Trust: The Case of Promoting Knowledge for Video Game Shoppers

https://www.researchgate.net/publication/334194403_Content_Marketing_and_Online_Trust_The_Case_of_Promoting_Knowledge_for_Video_Game_Shoppers

International Conference on Knowledge Management, Blockchain and Economics

[2020] **Future Portal: The Collaborative Encyclopedia of the Future**

https://www.researchgate.net/publication/348477859_Future_Portal_The_Collaborative_Encyclopedia_of_the_Future

4th scientific conference of applied research in science and technology of Iran

In this paper, we explore the design and implementation of an online collaborative encyclopedia for futuring articles. We discussed information architecture, wireframes and UI tools for post publishing review of entries.

- [2018] **Augmented Reality Game Creator for on-site Job Training**
<https://ieeexplore.ieee.org/document/8712020/>
1st International Digital Games Research Conference
In this article, I proposed design of an AR Game authoring tool for corporate training.
- [2018] **Understanding Virtual Currencies in Video Games: A Review**
<https://ieeexplore.ieee.org/abstract/document/8712047/>
1st International Digital Games Research Conference
In this article, we proposed a research model which combine marketing, game mechanics and monetary aspects of video game that allows game designers to have a comprehensive understanding in designing the economy of the game
- [2018] **Design and implementation of a chatbot for e-commerce**
https://www.researchgate.net/publication/327931660_Design_and_implementation_of_a_chatbot_for_e-commerce
Reference: Information Communication Technology Development and Doing Business Conference
A chatbot for order taking with minimal user input is presented in this paper which was specifically designed for target markets where customers have little knowledge of IT.
- [2018] **Design of an AR/VR platform for e-Commerce**
https://www.researchgate.net/publication/327931575_Design_of_an_ARVR_platform_for_e-Commerce
Information Communication Technology Development and Doing Business Conference
In this paper after exploration of VR, AR and e-Commerce and considering the challenges, a platform for pre-retailing and retailing of goods and services is proposed.
- [2017] **Key disappointing factors of video game sequels in the eighth-generation era**
https://www.researchgate.net/publication/322528539_Key_disappointing_factors_of_video_game_sequels_in_the_eighth-generation_era
Digital Games Research Conference
In order to understand the problems with video game sequels, I conducted content analysis and codification.
- [2017] **A view on Tools, Applications, and Challenges of Neuromarketing [in Persian]**
The 3rd International Conference on Management "With a Focus on Sustainable Developments
- [2020] **Entries on FuturePortal**
futureportal.org/author/amirreza/
Reference: FuturePortal: The Collaborative Encyclopedia of the Future

VOLUNTEERING

- [Nov 2021 – Current] **Founding Chair , Metaverse ACM SIGCHI Chapter**

I formed the Metaverse Chapter of the special interest group on computer-human interaction(SIGCHI) to prepare the community for the paradigm shift in computing. This chapter is at the grounding stage, and we are forming several committees. Furthermore, I'm developing the virtual HCI museum application with Unity game Engine for Oculus Quest. Besides that we are working on a Metaverse Excellence model to study Metaverse at application, business, government and industry level. I also worked with following technologies:

- Miro to facilitate collaboration in meetings
- Used Mozilla Hubs to facilitate immersive meetings

<http://metaverse.acm.org>

[2021 – Current] **Reviewer, ACM SIGCHI**

I had the honor of reviewing papers from premier HCI conferences including

- Conference on Human Factors in Computing Systems 2022
- Computer-Supported Cooperative Work And Social Computing 2022
- Human Robot Interaction Conference 2022
- Designing Interactive System Conference 2022
- IEEE VR 2022

The experience taught me to look at every detail and provide constructive feedback.

[Jun 2021 – Current] **Chair, Tehran ACM Professional Chapter**

I organized several tech talks and workshops and create a community of Computer professionals in Tehran.

Also, I conducted a workshop to teach AR enthusiasts to design Augmented Reality experiences with Apple Reality Composer

[2020 – Current] **Founder & Contributor, FuturePortal: The open Encyclopedia of the future**

At FuturePortal, we track the signals of the future and show you the possible futures through futuring artifacts. I authored several articles about future of different entities in this directory. I designed a taxonomy for this directory and implemented it with WordPress, Plugins,

[2013 – Current] **Volunteer Technical Translator, Transifex**

I worked on the Persian translation of several open-source projects including:

- Comprehensive Knowledge Archive Network (Project Coordinator)
- OwnCloud (Translator)
- Sogu Open Source Groupware(Project Coordinator)

[2021 – Current] **Reviewer, European Alliance for Innovation** Ghent, Belgium

EAI ICCASA 2021

EAI VALUETOOLS 2021

EAI ICDF2C 2021

EAI QSHINE 2021

NETWORKS AND MEMBERSHIPS

[1 Jun 2021 – Current] **Association for Computing Machinery (ACM)** NY, United States

[1 Dec 2021 – Current] **Institute of Electrical and Electronics Engineers (IEEE)** Piscataway, United States

[Mar 2022 – Current] **Institute for Promotion of Contemporary Visual Art** Tehran, Iran

[Apr 2021 – Current] **Iran Future Association** Tehran, Iran

[Jan 2021 – Jan 2022] **Iran-UNESCO Innovation, Technology Club** Tehran, Iran

[2016 – 2017] **Neuromarketing Science & Business Association | Iran Chapter**

HONOURS AND AWARDS

[2022] **Tehran Startup of the Year 2021 Awarding institution:** Hackernoon
For BeyondBoard AR Pro

HOBBIES AND INTERESTS

XR Sports

Video Blogging

Video Games

Stamp Collection