Ashkan Vishkaei

PRODUCT & SERVICE DESIGNER

Rome, Italy · Open to relocation · Authorised for full-time work in Italy
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Research-led product and service designer with an MSc from Sapienza and a BA in Industrial Design. I connect contextual inquiry, human factors, system thinking and product development—from mapping museum journeys and learning across school and home to leading a vehicle-design team from client insight to workshop-ready decisions. I also build the teaching systems that make design knowledge transferable.

RECENT QUALIFICATION	DESIGN BACKGROUND	PROFESSIONAL BREADTH
MSc Product & Service Design	**Industrial Design**	**Design, research**
2025 · 104/110	**BA · 17.7/20**	**teaching & teams**

SELECTED DESIGN WORK

DIRECT LINKS TO PROJECT-SPECIFIC EVIDENCE

Continuity-Centred Learning System — MSc Thesis ↗

Sapienza · 2024–2025

Researched why English-learning experiences break between school and home: contextual observation, stakeholder perspectives and comparison of more than 90 tools revealed five discontinuities. Translated these into tangible kit components, bilingual adult support and a recurring school–home service journey; explored concepts and designed a framework for further evaluation, without claiming a completed longitudinal pilot.

Research findings ↗ **Design requirements ↗** **Service journey ↗** **Kit components ↗** **Evaluation plan ↗**

Museum AR Visitor Experience — Service Design Proposal ↗

Tehran / independent proposal

Initiated an independent AR-enabled visitor-service proposal for adaptation across museums in Iran, beginning with Tehran Museum of Contemporary Art. Developed the visitor journey and frontstage/backstage service blueprint. The proposal gained support and approval in recurring internal meetings; implementation did not proceed.

Visitor journey ↗ **Service blueprint ↗**

Sarr — Camper Product System ↗

BA graduation · 2020

Developed the first documented research, study and design effort in the camper field in Iran, connecting interviews, local travel practices, Iranian anthropometric evidence and iterative product decisions in a 92-page BA thesis. The Sarr product concept grows from that same study; its findings were subsequently cited in later work, as reported by the author.

Field interviews ↗ **Form development ↗** **Thesis research excerpts ↗** **Documented revisions ↗**

Podbox — Portable Podcast-Production Concept ↗

Industrial design · 2020–2021

Developed an independent portable podcast-recording concept with an accompanying Castbox-context business proposition: creator barriers, device interaction, alternative forms and platform channels. Not a commissioned or launched Castbox product.

Business model ↗ **Form studies ↗**

PinLight ↗ / Prog ↗

Industrial design concepts

Two research-led industrial product concepts: position-adaptable personal lighting and a portable waste container shaped by everyday mobility, user needs, form exploration and 3D modelling.

PROFESSIONAL PRACTICE

TRANSFERABLE PRODUCT-DESIGN EXPERIENCE

Design & Technology Teacher & Curriculum Designer ↗

Istituto Massimo · contracted through New English Teaching (NET) · Rome · Sep 2024–Jun 2026

Researched and rebuilt a four-year-group English-medium D&T curriculum aligned with Cambridge IGCSE preparation. Designed briefs, lesson materials, assessment criteria and grading; taught packaging redesign, team-based luminaire design and independent product projects, refining the programme through classroom feedback.

Product & Identity Designer

Banja e Kllokotit · Kosovo (remote) · 2024

Worked with the marketing team on water-bottle product design and visual identity/brand redesign; project materials remain under an agreed non-publication commitment.

Industrial Designer & Five-Person Design Team Lead — Chevrolet RV ↗

Jay-Offroad · Tehran · 2020

Personally led research, role allocation, ergonomics and spatial modelling, and served as design-to-workshop liaison. Direct owner interviews revealed group-trip hosting needs; evaluated options and helped decide swivel-seat, table, bed and utility mechanisms. The workshop, not the design team, physically built the conversion.

Decision matrix ↗ Original build photos ↗

Industrial Designer & Team Lead (Internship)

Espidej · Tehran · 2019–2020

Assumed team leadership during development of a metal-frame drop-camper; supported design and realization of a prototype that was built and tested. Series production was not pursued because of cost.

Design Course & Workshop Coordinator

Inverse School · Tehran · 2020–2022

Organised design courses, specialist workshops and instructors; coordinated participants and teaching resources and facilitated design-learning activities.

Production Assistant, Model-making & Precision Craft

Tehran Museum of Contemporary Art · 2020–2021; Gohar Neshan · 2014–2016

Museum production assistance, model-making and fabrication across wood, foam, resin, wire and other materials, alongside design discussions; earlier goldsmithing, stone-setting and precision assembly.

Additional Teaching, Workshops & Design Community

Rome / Tehran · selected experience

Taught English and English-medium Geography through NET in 2024–2025; developed learning resources and assessments. Also contributed to teaching assistance, design workshops and a student design association founded earlier in the academic period.

EDUCATION

MSc — Product and Service Design

Sapienza University of Rome · 2022–2025 · Awarded 12 Dec 2025 · 104/110 · English-taught programme; human factors, interaction design, people-centred design and prototyping.

BA — Industrial Design

PARS Art & Architecture University, Tehran · 2016–2020 · 17.7/20 · Thesis: camper-system design for the Iranian context.

BSc — Information Technology Engineering

Islamic Azad University, South Tehran Branch · completed programme, 2013–2016 · engineering, programming and computing systems.

METHODS, TOOLS & LANGUAGES

Design & research: Contextual inquiry, observation, stakeholder research, benchmarking, synthesis, design requirements, journeys and service scenarios, product concepts, sketching, visual communication, prototyping and team coordination.

Tools & technology: Figma, Rhinoceros 3D, Grasshopper, SolidWorks, KeyShot, AutoCAD, Adobe Illustrator, Adobe Premiere, Microsoft Office, Google Workspace; Unity/AR-VR, Arduino and programming foundations.

Languages: Persian — Native · English — C1 · Italian — A2.