





ZAHRA VAHED

PROFILE

I am an experienced researcher with well developed skills in multidisciplinary research. I am a problem solver and practice creativity in every aspect of my life.

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EDUCATION

University of Tehran

M.Sc. Media Management

In my master dissertation, I presented a model for developing communication strategy aligned with organization strategy working with Tehran Stock Exchange. I also developed a tool called HOC (House of communication) that helps organizations to prioritize their media and message policies based on their communication goals.

University of Zanjan

Bachelor's degree, Applied Physics

EXPERIENCE

Research Assistant 2009- Present

Dr. Mohammad Abooyee Ardakan

Co-Founder and CEO 2020- Present

Rachoone Research Group

Teaching Assistant 2009- 2021

University of Tehran

- Problem Solving and Creativity
- Design Thinking
- Strategic Management
- Strategic Planning

Sharif University of Technology

- Strategic Management

MehrAlborz University

- Strategic Management

Media Advisor 2020 - 2021

Organization for Development, Renovation and Equipping Schools (DRES)

Content and Social media Strategist 2019 - 2020

Refah Chain Store Co.

Researcher

- Cognitive Sciences and Technologies Council 2017- 2018
- National Research Institute for Science Policy 2014- 2016

Executive Editor 2017- Present

Iranian journal of information management

PMO Manager 2016- 2018

Souban Co.

News Editor 2012- 2013

Harra News Agency



ZAHRA VAHED

Honors

Honored as one of the best students of the faculty of management, University of Tehran(2009)

Ranked 8th in the M.Sc. national examination for university entrance (2008)

SKILLS

- Gamification
- Game Design
- Design Thinking
- Critical Thinking
- Project Management
- Problem Solving
- Information Literacy
- Social Media Strategy
- Teamwork
- Teaching
- Mentoring
- Time Management
- Multi Tasking
- Research Methodology
- QEEG
- Eye Tracking
- Graphic Design
- Photography
- Office
- Prezi

LANGUAGE

- PERSIAN ●●●●●
- ENGLISH ●●●●○
- FRENCH ●○○○○

Publication

A conceptual framework for cognitive game design analysis (CGDA) 2019
International Serious Games Symposium (ISGS)

Developing a Cognitive Framework for Designing and Evaluating Effectiveness of Interventions of Social Media Literacy Skills Development (In Persian) 2018
Mass media scientific quarterly

Content Analysis of Elementary and Junior High Schools Textbooks Regarding Issues Related to Social and Moral Values (In Persian) 2014
Journal of Society Culture Media

Workaholism: A study of Iranian Journalists at Gender, Career, and Educational diversity 2012
publication description19th International Business Research Conference. Melbourne Australia

Communication value chain: A case of Tehran Stock Exchange (In Persian) 2011
Proceeding of seventh international conference on public relations

WORKING PAPERS

A framework for evaluation and designing games for creativity

Investigating strategic thinking tasks in a QEEG context

TINKA: A model for enhancing thinking in managers

The House of Communication: Using the QFD approach in corporate communication strategy

Using games for enhancing Creativity in organizations



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certifications

Cognitive Neuroscience Summer School

University of Medical Sciences (IUMS)

Training Workshop on SPSS Software Program

University of Tehran Science & Technology Park

ISO 9001: 2008 Consultation Training Course (Level 1)

TUV Rheinland Academy

Projects

Enhancing thinking competencies in Tehran Municipality managers (TINKA)

Jan 2020 - Present

Strategic Planning for Rah-e Roshd Educational Complex

Oct 2020 - Present

Strategic planning for Novin-Kish Informatics Services Corporation

Mar 2020 – Nov 2020

Revising the strategic planning of Informatics Services Corporation (ISC)

Feb 2019 – Jan 2020

Strategic Planning for the National Brain Mapping Laboratory (NBML)

Apr 2018 – Dec 2018

Strategic Planning for Goharan Omid Investment

Jan 2018 – Sep 2018

Business model and Strategic planning in Pasargad Institute for Advanced Designing Innovative Solutions (PIAIS)

May 2017 – Nov 2017

Designing research roadmap for cognitive studies of strategic thinking

Jan 2017 – Aug 2017

Designing Mentoring Services for SMEs

Jan 2016 – Oct 2016

Improving business processes and related systems in order to create a modern organization for FSM

Feb 2015 – Jul 2015

Strategic Planning for Data Processing Iran (DPI) company

2013