

Contact Details

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Samira ToufaniAsl

#Innovation

#Service/Product Development

#Customer Experience Design | CX

#Employee Experience Design | EX

Msc in Cognitive Science, Design & Creativity Approach

09/2019–Ongoing

Institute for Cognitive Science Studies,
Tehran (Iran)

BA in Industrial Design

09/2006–07/2010

Islamic Azad University, Central Tehran
Branch, Tehran (Iran)

Over 11 years of experience as an innovation advocate, with a design mindset, focused on impact! My work spans both the corporate and consulting side of design across a broad range of industries and sectors, Incorporating the knowledge of “Business” and “Design” to create “Better Experiences” for helping build a better tomorrow.

The ability to lead, inspire and leave a positive impact with deliverables in various design operations and product management, both physical & digital.

Professional Experience



همراه

Employee Experience consultant and director at Hamrahe Aval (MCI)

Tehran, Iran, July 2022 - Present

Iran's first and largest mobile phone network operator with over 100 million subscribers.

- In the MCI transformation Journey, I direct redesigning employee services and improve the experience of everyday employee work.

Head of Service Design

Tehran, Iran, February 2021 - July 2022

Promoted and invited to join Hamrahe Aval from Rubika to take the lead as Head of Service Design.

- Developed the organizational restructuring for the first Design Team.
- Managed and led a multidisciplinary team to co-create with marketing & sales professionals in order to design and deliver good experiences on physical, digital as well as services and Products.
- Responsible for defining OKR, roadmaps and service/product strategies, improving customer journeys, building service blueprints, designing all products (UX & UI).



روبیکا

Digital Service Manager at Rubika Digital Platform

Tehran, Iran, August 2020 - February 2021

Iran's Largest messaging application platform. Rubika is a subsidiary of Hamrahe Aval.

- Worked closely with the CEO to build new organizational structure of the digital product development department - 11 new teams- with the focus of establishing and growing the service portfolio delivered innovative Services with exemplary customer experience while also exceeding all financial metrics.
- Responsible for defining high-level strategies, OKR and products roadmaps for each team.
- Led, and coached a team of professionals (PM, UX, UI, Motion, UXW, etc.) within a complex matrix organization, using agile at Scale Frameworks.



Senior Service Designer at Sahab

Tehran, Iran, March 2019 – April 2020

A data-driven decision enabling solution provider that combines advanced analytics with state-of-the-art technology

- Designed the data driven transformation consultancy branch of Sahab co.
- Led development of full solution of service design for the start-up technology solution provider, Sokaan. Responsible for making Personas, Journey Maps, Blueprints and etc.
- Designed the first Enterprise Product Management (EPM) Program in Iran.

Lead Business Design Innovation at SAM Holding

Tehran, Iran, April 2020–August 2020

SAM Holding is a luxury brand of shopping malls.

- Fixed term 5 month contract on a consultancy basis.
- Managed the product while also acting as business design innovation Lead to create and deliver digital solutions for Entertainment & Media based on crowd voting called Fiesta.
- Responsible for the innovative business model, journey maps, analysed the future trends, led competitor analysis, designed the value proposition and the service offering of the business also its return-on-investment analysis.



Head of Product Design at Bavar NGO

Tehran, Iran, May 2017–October 2018

Bavar NGO is a non-profit organization. Create a support network for women from all walks of life who have concerns about growth and authority

- led design and production management through planning, and forecasting for the female sector of household products, including design, procurement of accessories, managing team workshops.
- Ongoing coaching and mentoring of female heads of households.



Interior and Product Designer at SP Bana

Mashhad, Iran, May 2011–April 2017

SP Bana is a leading engineering and consulting group

- Administered multiple projects, teams, and processes as the central corporate manager.



Product Designer, Furniture Stylist at ForestMobl

Tehran, Iran, Jun 2013–April 2014

- Managed production line modernizing process, improved brand experience and customer services in the design department of ForestMobl holding (NILS, CEBA, etc.).



Senior Interior Decorator, Çilek

Tehran, Iran, Jun 2013 – Apr 2014

Çilek™ is a kids furniture & accessories co. in 71 countries

- Designed and implemented the interior design of the Chilek™ local branches.
- Received the “Best Interior Retail Design” Royak 92 Award for designing the interior decoration of the Chilek™ VIP Store.

Entrepreneurial Experience



Organizer Team at SDN Learning Fest 2022

International, December 2021 - May 2022

The SDNLF22 is an international virtual conference organized by Service Design Network (SDN),

- As a team organizer-the ExCo team (Experience & Concept Design)- Designing the whole concept & experiences of the virtual conference, e.g. workshops, talent hunting, young talks, showcases and many executive tasks before and during the Festival.

Speaker for Design Showcase, on the topic of “When Every Silo Matters”

Workshop Trainer, on the topic of “Stop Designing, Start Empathizing”



Head of Experience Design at BIAS

Tehran, Iran, Jun 2020 - May 2022

Behavioral Insights & Solutions Team (BIAS).

- Board of members
- Transformed strategy into businesses roadmaps in order to create products, services and experiences.



Co-founder at Qualia Innovation, Design Agency

Tehran, Iran

Qualia is an innovation agency with the focus on design and cognitive science

- The owner, covering all organizational services and processes.
- As a Chief Experience Officer, I led project teams to create and deliver digital and phigital products/services/experiences presenting high-quality materials associated with qualitative research and service design activities through discovery, design, and delivery from brand to customer experience to scale.



Free-Lancer as a Service Design Lead for HoReCa

Tehran, Iran

A B2B online business providing all the equipment & procurement needed to Hotel, Restaurant, Café

- Led the design and development of services and digital product.

Languages

First Language: Persian-Native

Second Language: English-Proficient

Skills

#Design Thinking #Facilitation #Innovation Mindset #Big picture thinking #Visualization
#Product Management #Willingness to learn #Agile Methodology #Team coaching
Service-oriented mindset #Tolerance of change & uncertainty #Complex problem solving
#Behavioral Design #Effective Collaboration

Professional Awards

First Rank Award Winner, Designing the furniture at historical district of Meydan-E-Mashq

07/2014 Tehran Municipality, Tehran, Iran

Best Expo Decor Award Winner, Royak 92, Cilek™ VIP Store Design

02/2014 Expo Decor Award, Tehran, Iran

Visitors` Choice Award Winner, Golestan Tea Company, Tea-Cup Design.

08/2011 Golestan Teacup Exhibition, Tehran, Iran

Certificates

11/2022 **SDN Academy**, Dr Tina Weisser, Service Design Management- *Receiving Training*

06/2022 **SDN Academy**, Dr Tina Weisser, Service Design Leadership Lab

04/2022 **Landmark Worldwide**, Graduated from The Landmark Forum

05/2022 **International Trade Center**, The Training of Trainer on Design Thinking Methodology

02/2022 **Karokasb Academy**, Babak Hazaveh , Foundation of ITIL® 4

08/2021 **RSRastak Academy**, Rouzbeh Kotobzadeh , Business Case

06/2021 **RSRastak Academy**, Rouzbeh Kotobzadeh, PMBOK & Agile

04/2021 **IBM**, Enterprise Design Thinking Co-Creator

03/2020 **IBM**, Enterprise Design Thinking Practitioner

Trainer Experiences & The Key Achievements

1. School Teacher- Designing & instructing design syllabus for “on-school” high school,1401 -1402
2. Designing and instructing a course of Design Thinking for Mehrazi Fashion Institute, Tehran, Iran Nov-Dec, 2022
3. Designed and instructed a short course of Design Thinking for Alzahra University -2nd and 3rd year students of industrial design, Tehran, Iran, Nov, 2022
4. Designing and instructing a 3-days Advanced Service Design Sprints, short course for Tehran Tourism University, Tehran, Iran, 1401
5. Designed and instructed a 5-days Design Thinking for Filmmaking, short course for Screen players, Tehran, Iran, 1401
6. Trainer - Advanced of Design Thinking Course for HR, MCI, Tehran, Iran, 1401
7. Start-up Mentor at Da Event, Mashhad, 1401
8. Designed and instructed 2-day service design thinking workshops for Salamgol, a small business of agricultural skills for children under fifteenth, Shiraz, Iran, Jun, 2022
9. Designing the first student-led international virtual Conference for SDN Learning Fest 2022.
10. Speaker for Design Showcase at SDNLF22 international Conference on the topic of “When Every Silo Matters”, 2022
11. Workshop Trainer at SDNLF22 international Conference on the topic of “Stop Designing, Start Empathizing” , 2022
12. Designed and instructed a 5-days Service Design Sprints, short course for Tehran Tourism University, Tehran, Iran, 1400
13. Designed and instructed a series of a 2-weeks bootcamp workshop on Behavioural Design (total of 6 hours content) for Bozhan digital product school.
14. Designed a 3-category design thinking courses as well as a three-day design sprint bootcamp for the middle and top managers of Tehran Municipality Organisation.
15. Designed the first Enterprise Product Management (EPM) Program, in Iran.
16. Designed Thinking Training Specialist at Qualia
17. Trainer- Advanced of UX Course, Greentech Accelerator, Mashhad, Iran
18. Trainer- Fundamentals of UX Course, Greentech Accelerator, Mashhad, Iran