

Industrial Design Portfolio

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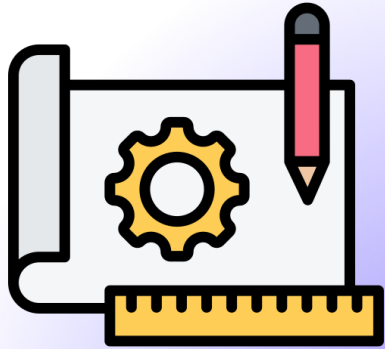
 <https://www.linkedin.com/in/monica-motamedi/>

ABOUT ME

Industrial Designer specializing in Furniture, lighting, Automotive, textile design, product development, and CMF design, with a strong focus on creating manufacturable and visually refined solutions. Experienced in translating concepts into detailed technical drawings, renderings, and production-ready designs. Background in New product development in the automotive industry, furniture and lighting design and current work in design education strengthen my ability to integrate engineering, user needs, and aesthetics. Additionally, I bring experience in marketing, visual communication, and photography, supporting the creation of compelling product presentations and brand-aligned assets.



CORE EXPERTISE



Design

- Product design
- Concept development
- Industrial design sketching
- Design research



Engineering

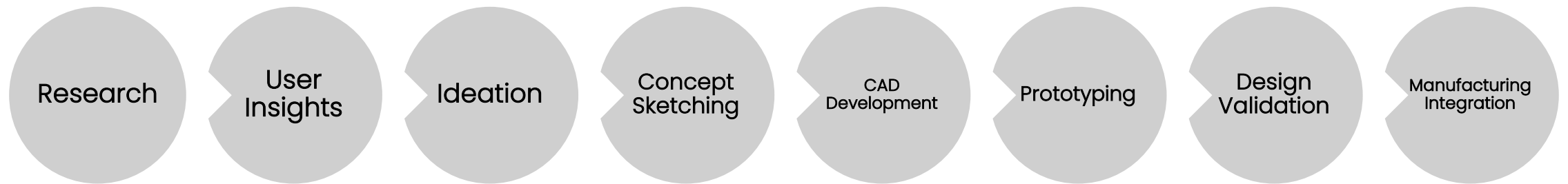
- Design for Manufacturing (DFM)
- Design for Assembly (DFA)
- Prototype development
- Product documentation



Software

- SolidWorks / CAD
- Adobe Creative Suite
- Rendering tools
- Microsoft Office

DESIGN PROCESS



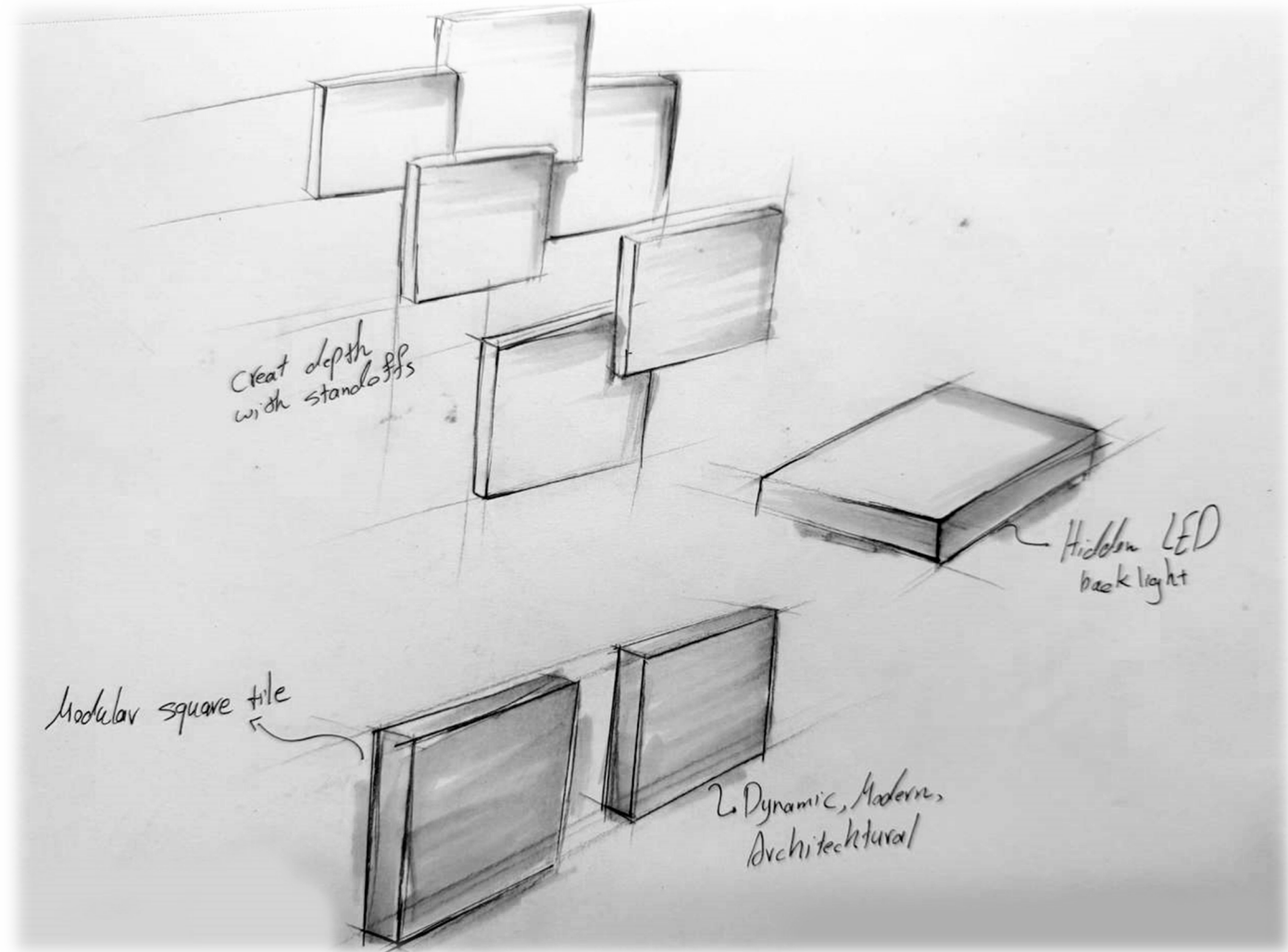
Modular LED Architectural Wall System

PROJECT DESCRIPTION

1. PARALLAX is a modular LED wall system designed to transform flat architectural surfaces into dynamic, dimensional lighting features. The system combines geometric metal tiles with integrated backlighting to create depth, shadow, and visual rhythm in both commercial and residential environments.
2. The design emphasizes scalability, ease of installation, and high-end aesthetic integration, making it suitable for lobbies, offices, retail spaces, and feature walls.



CONCEPT DEVELOPMENT



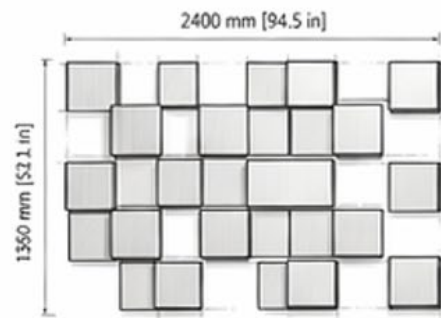
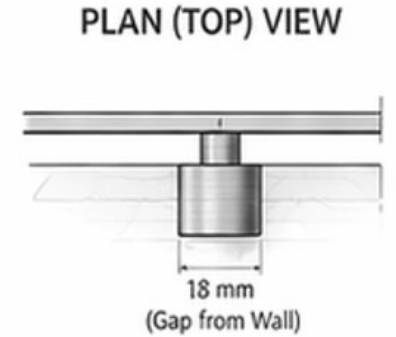
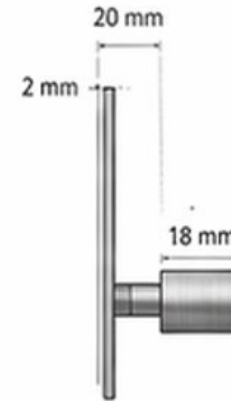
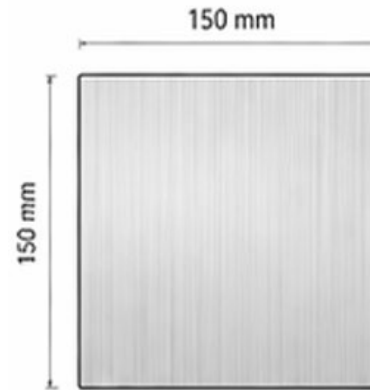
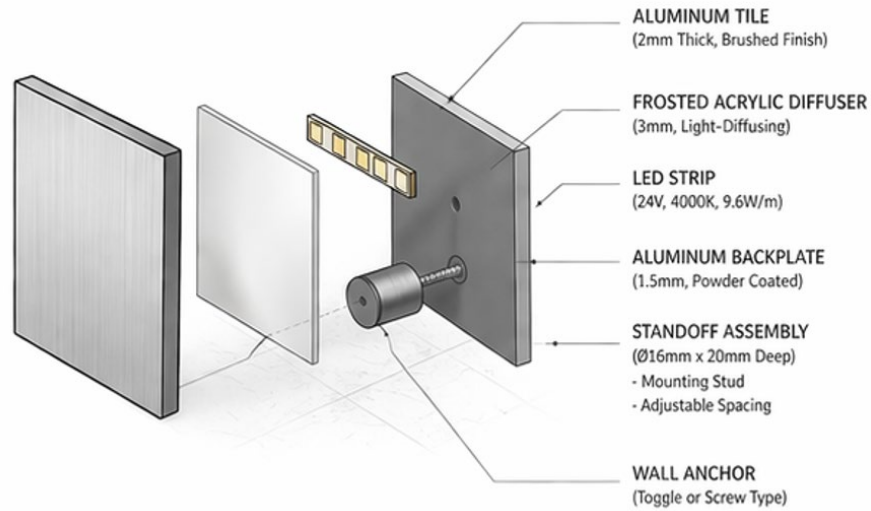
DESIGN OBJECTIVE

- Create a modular lighting system that enhances architectural surfaces
- Integrate lighting + form into a single cohesive product
- Ensure ease of installation and maintenance
- Develop a system adaptable to various spatial compositions
- Maintain a clean, modern, and premium aesthetic.

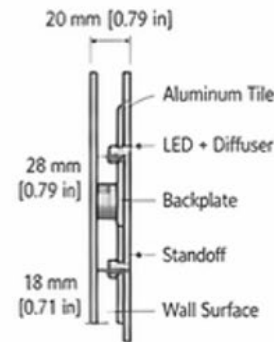


Floating View

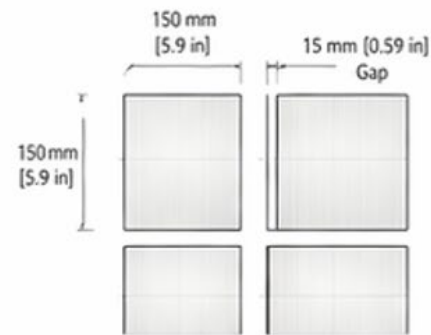
Technical specifications



FRONT ELEVATION



SIDE SECTION (TYP.)



MODULE LAYOUT GRID

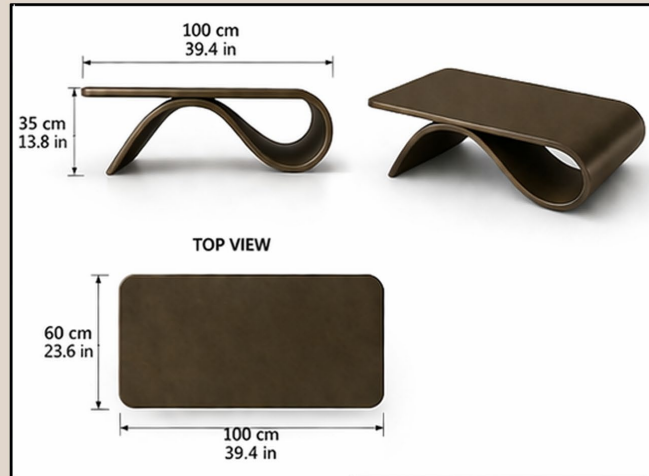
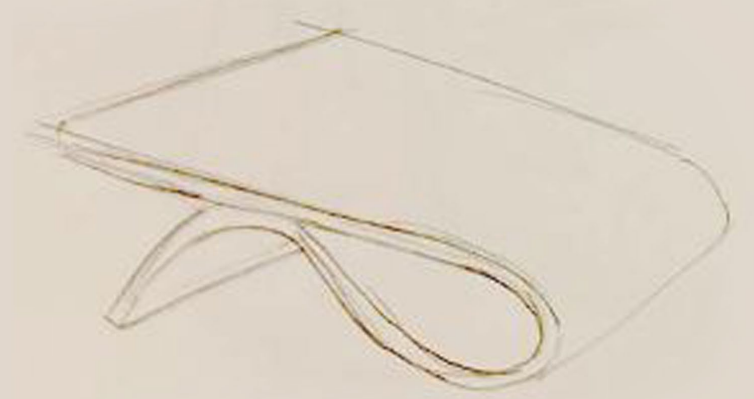
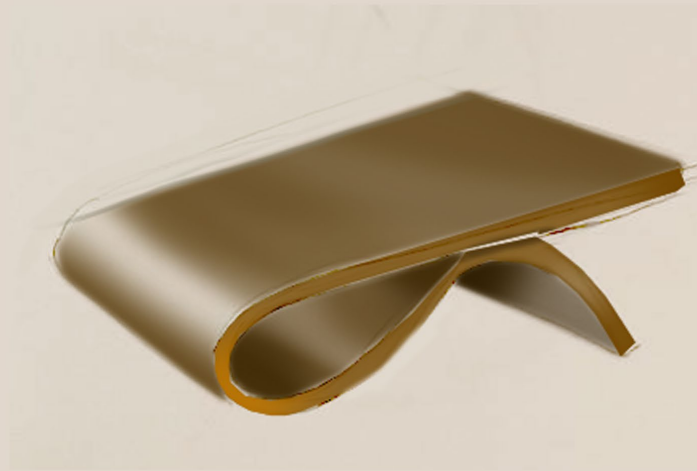
Final 3D Model



Furniture Design

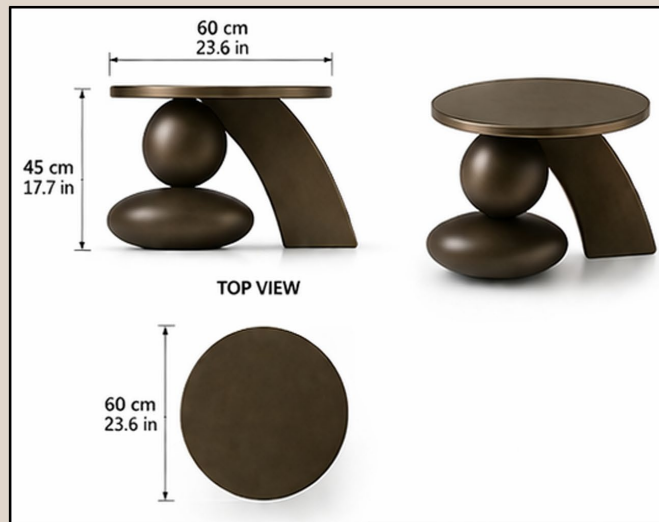
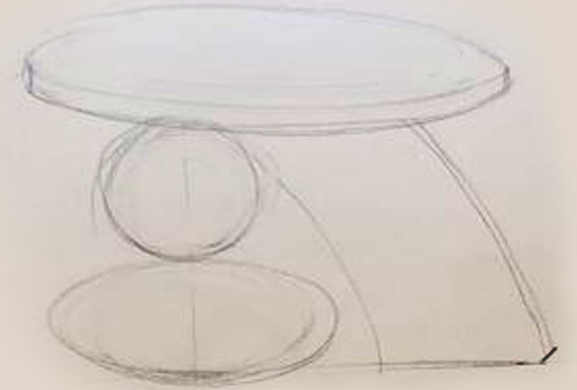
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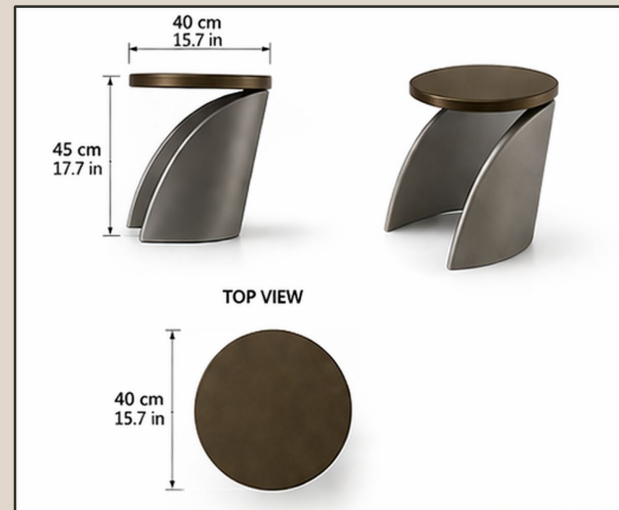


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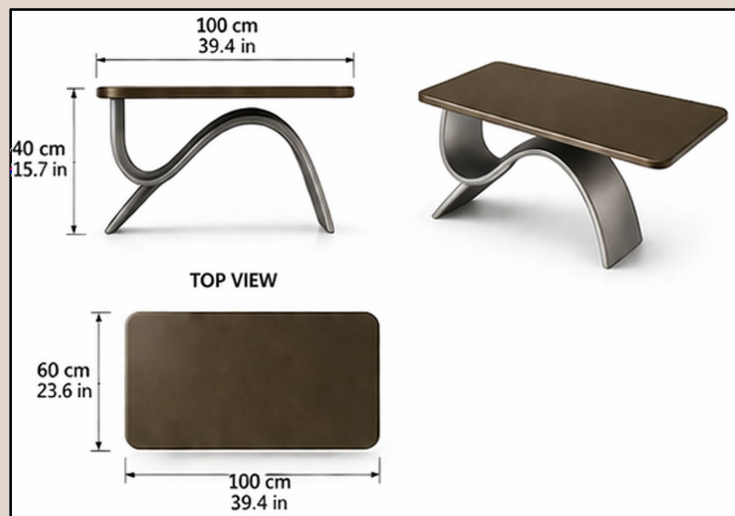
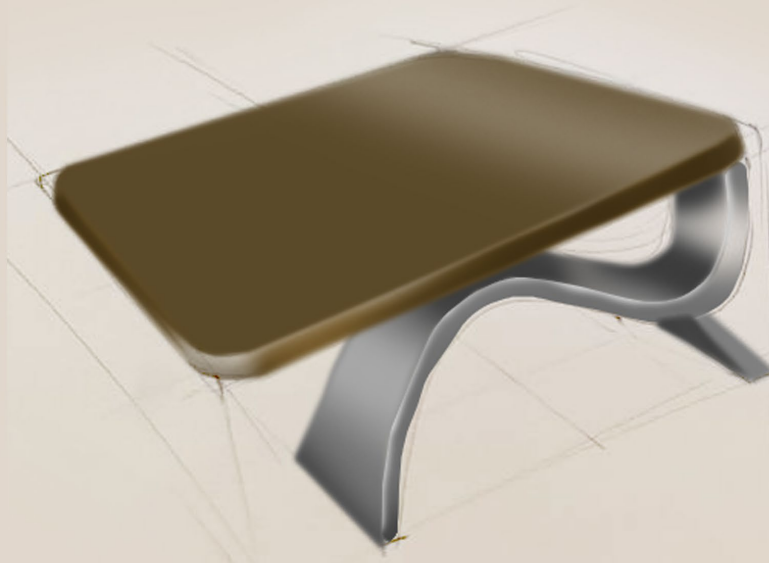
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Furniture Design



Furniture Design



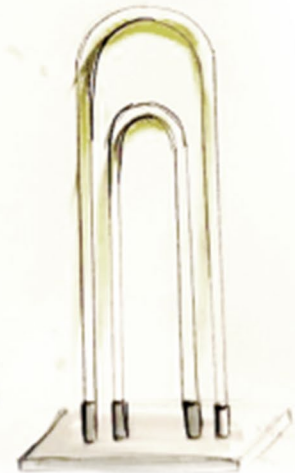
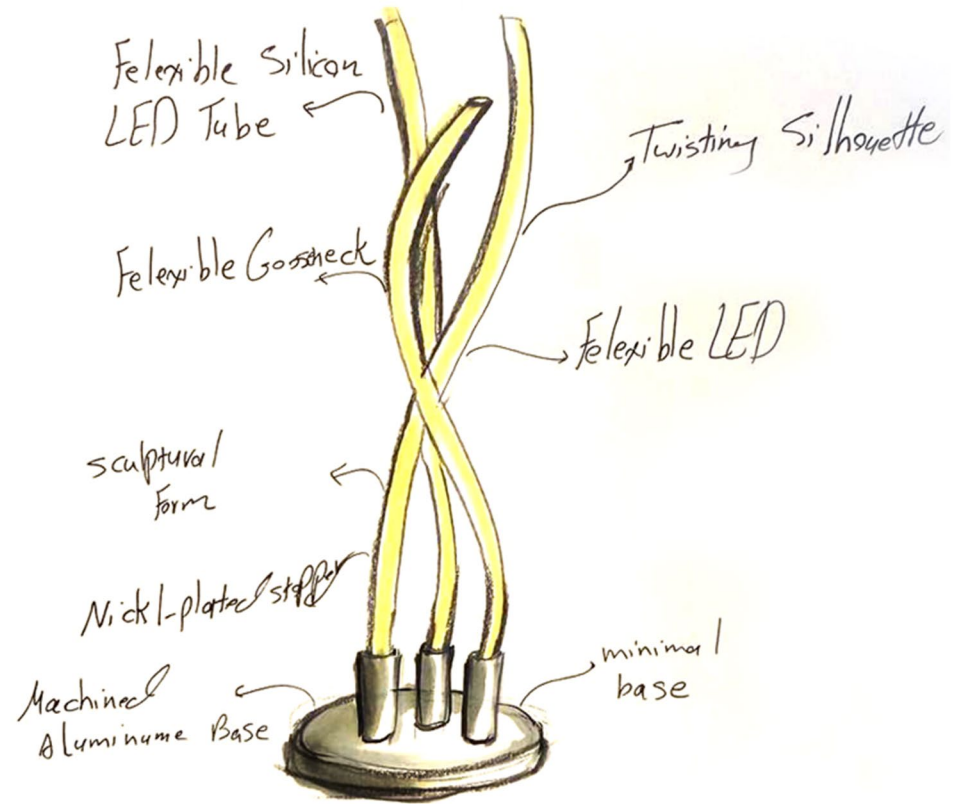
Sculptural Lighting

Sculptural LED Floor Lamp

- Fluidform is a sculptural LED floor lamp designed to explore the intersection of art and functional lighting. The design features flowing, intertwined light elements that create a sense of movement and elegance.
- The lamp combines soft ambient illumination with a strong visual presence, making it suitable for modern interiors such as living spaces, offices, and hospitality environments.



Sketching



Technical details

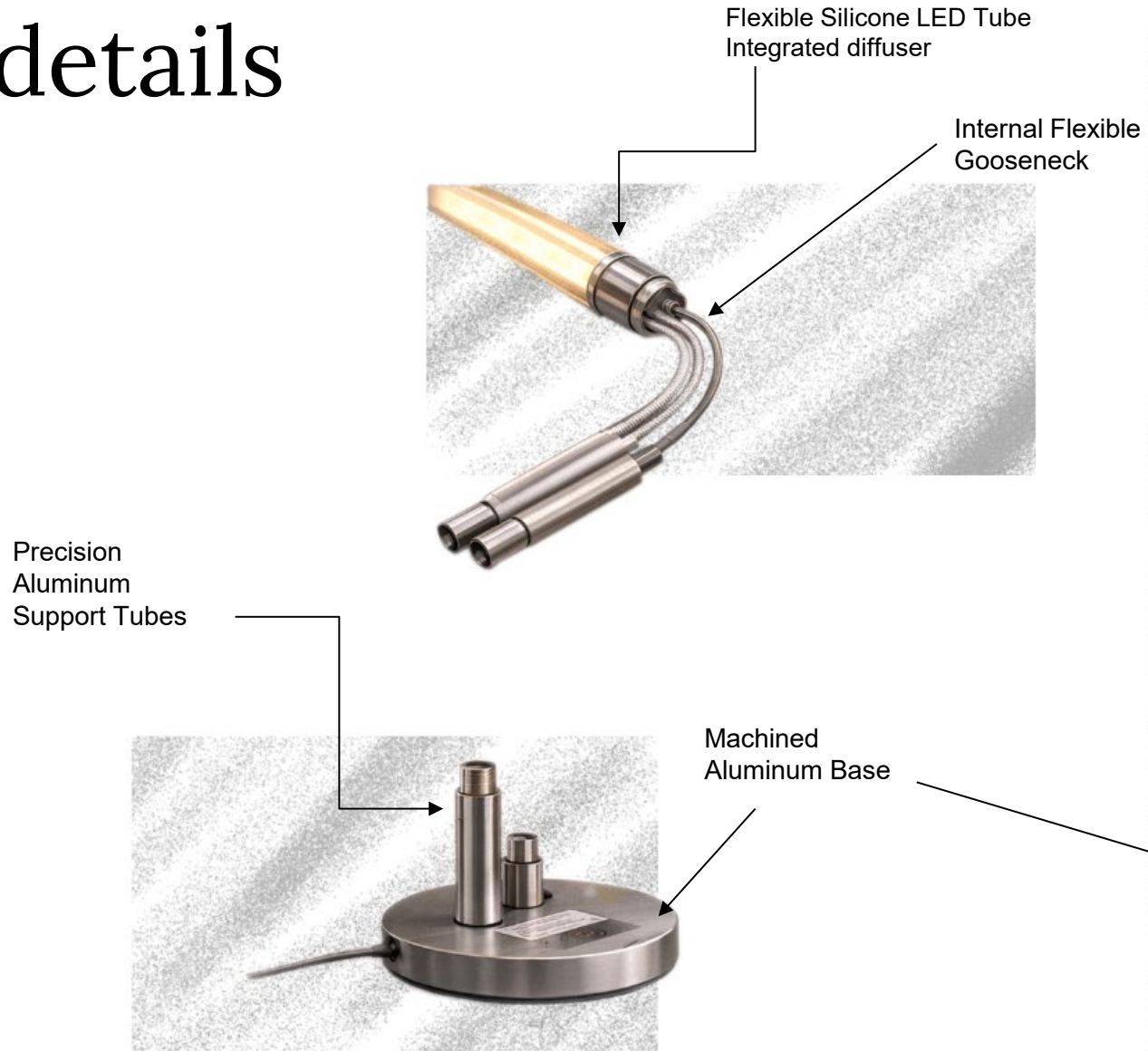
INSTALLATION FEATURES:

Tool-Free Assembly:

Twist-lock connectors allow quick and secure tube installation without tools

Stable Base Design:

Weighted aluminum base ensures stability with integrated anti-slip pad



Free Sketching



Design Projects (DFM) For Automotive Manufacturing

Car Door Panel

Problem:

- Hard-to-reach handle
- Awkward armrest
- Material mismatch
- Poor tactile feedback on controls

Goal:

Improve ergonomics, usability, aesthetics, and manufacturability of the door panel.

Constraints:

Fit existing IKCO interior architecture, maintain cost efficiency, compatible with mass production.

Previous Door Panel



Research

Competitor Analysis



Ergonomics	● ● ●	Materials	● ● ●	Aesthetics	● ● ●
Peugeot	● ● ●	Materials	● ● ●	Storage	● ● ●

Benchmarking ⊗

	Toyota	Hyundai	Peugeot	Peugeot
Ergonomics	● ● ●	● ● ●	● ● ●	● ● ●
Materials	● ● ●	● ● ●	● ● ●	● ● ●
Aesthetics	● ● ●	● ● ●	● ● ●	● ● ●



Customer Needs

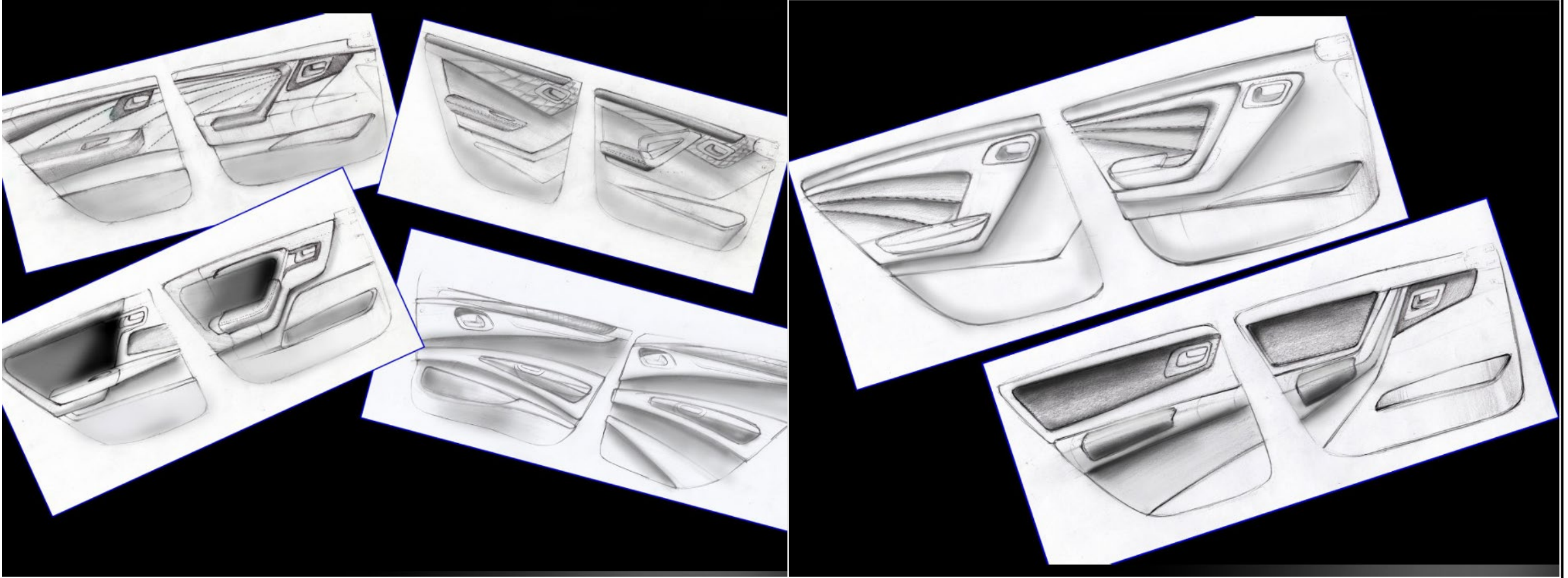
-   Comfortable armrest
-  Intuitive, easy-to-reach controls
-  Stylish and visually appealing
-  Ample, convenient storage space

Design Trends

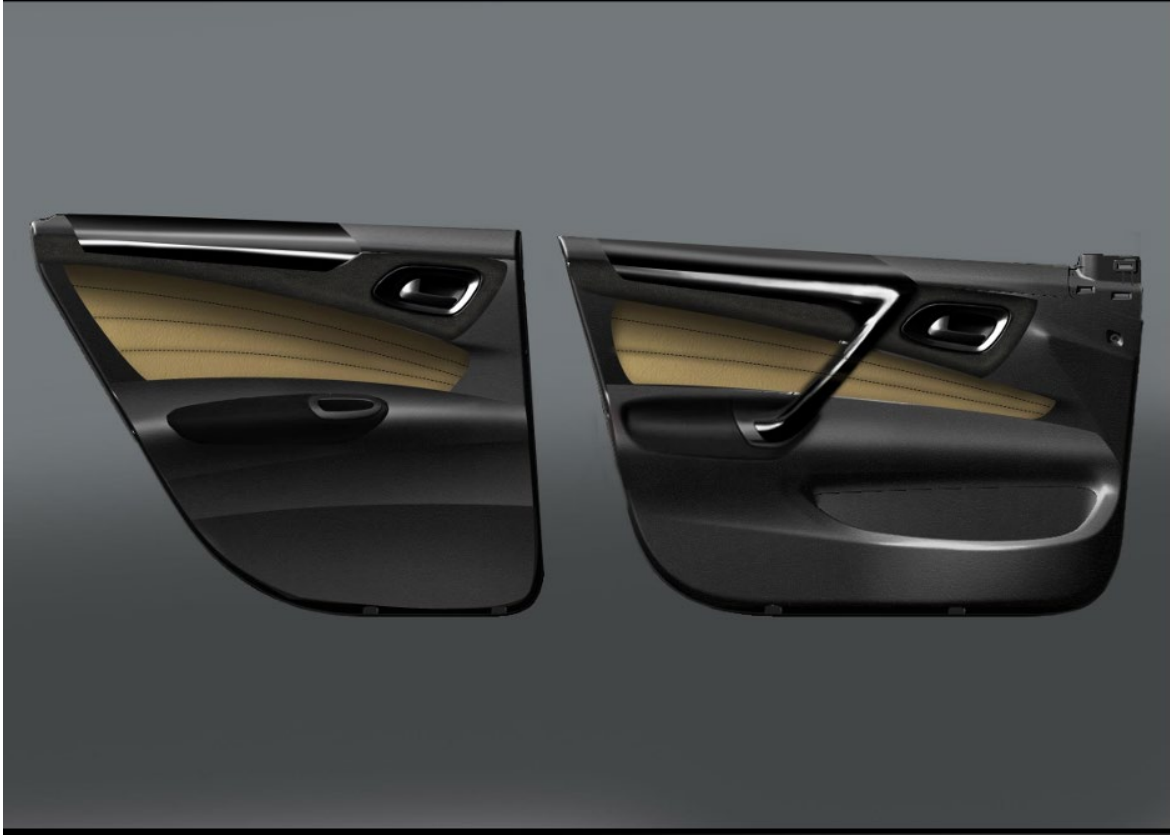


- Soft-touch materials
- Contrast stitching,
- Ambient lighting with metallic accents

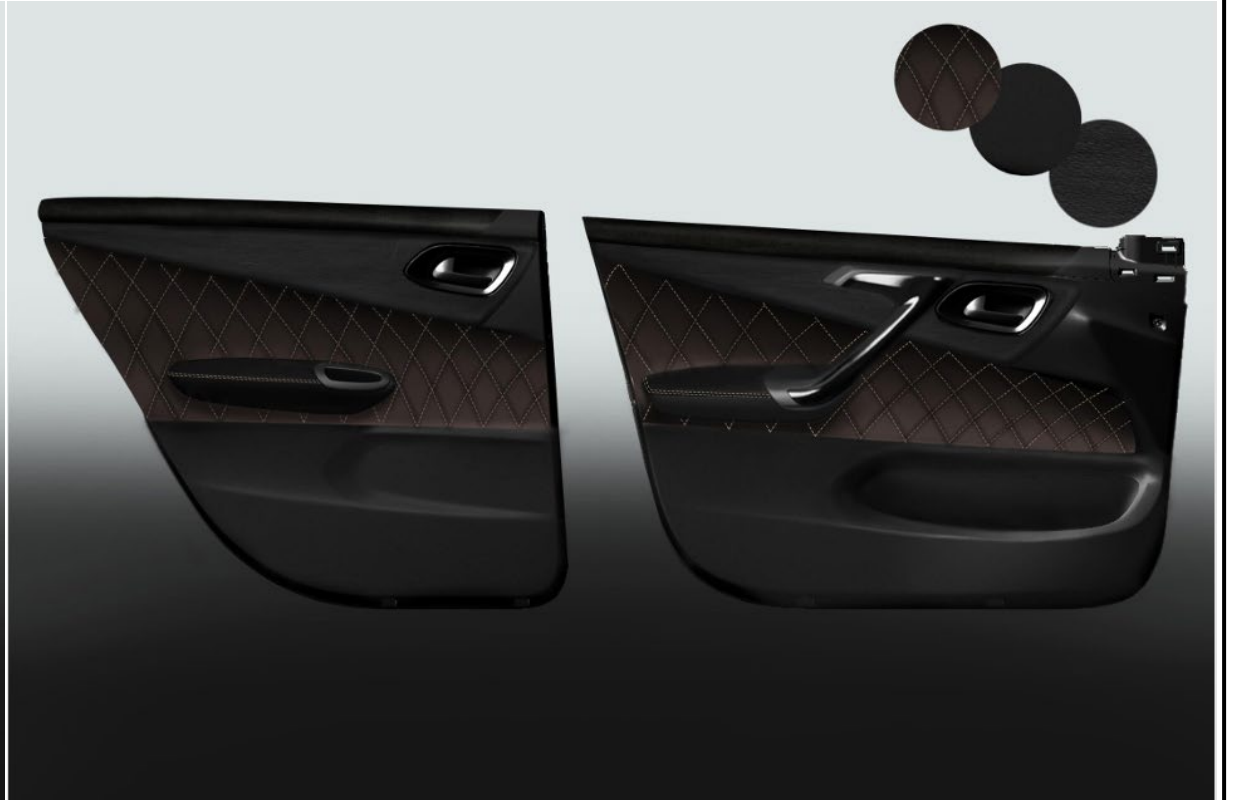
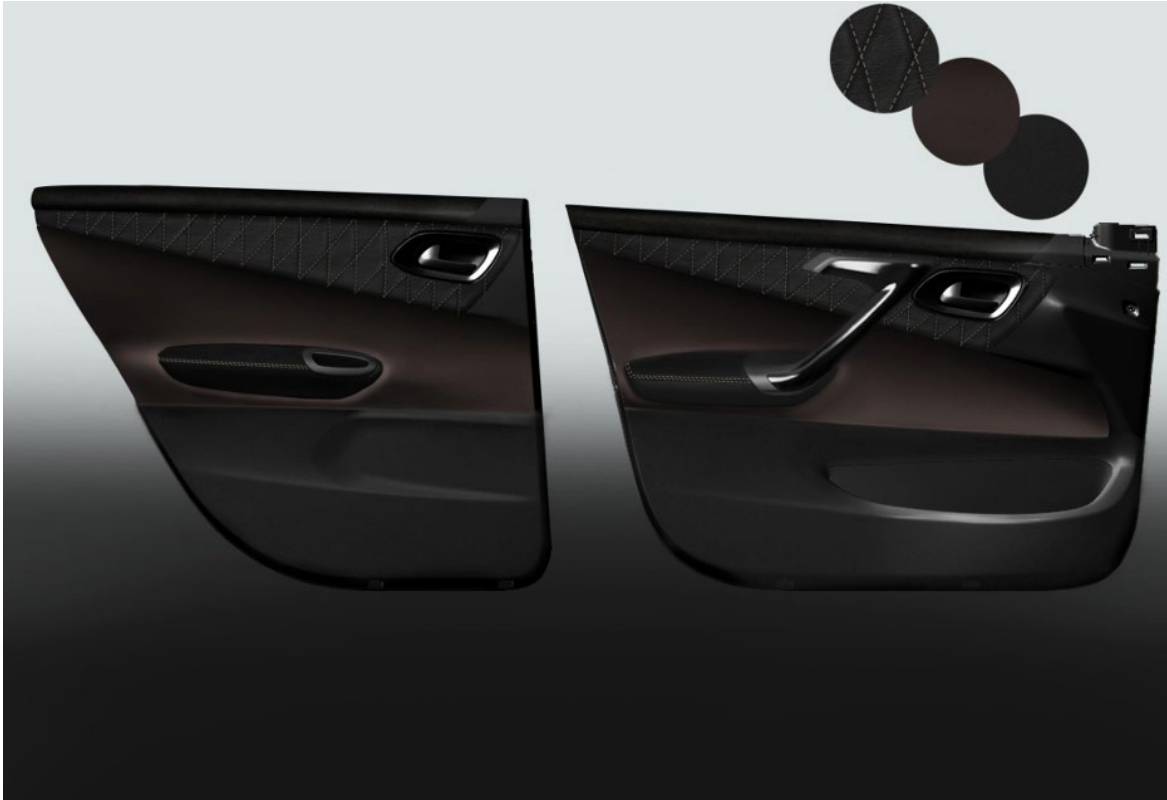
Ideation & Concept Sketching



Rendering



Rendering



Dashboard & Cockpit Concept (IKCO)

Problem / Design Brief:

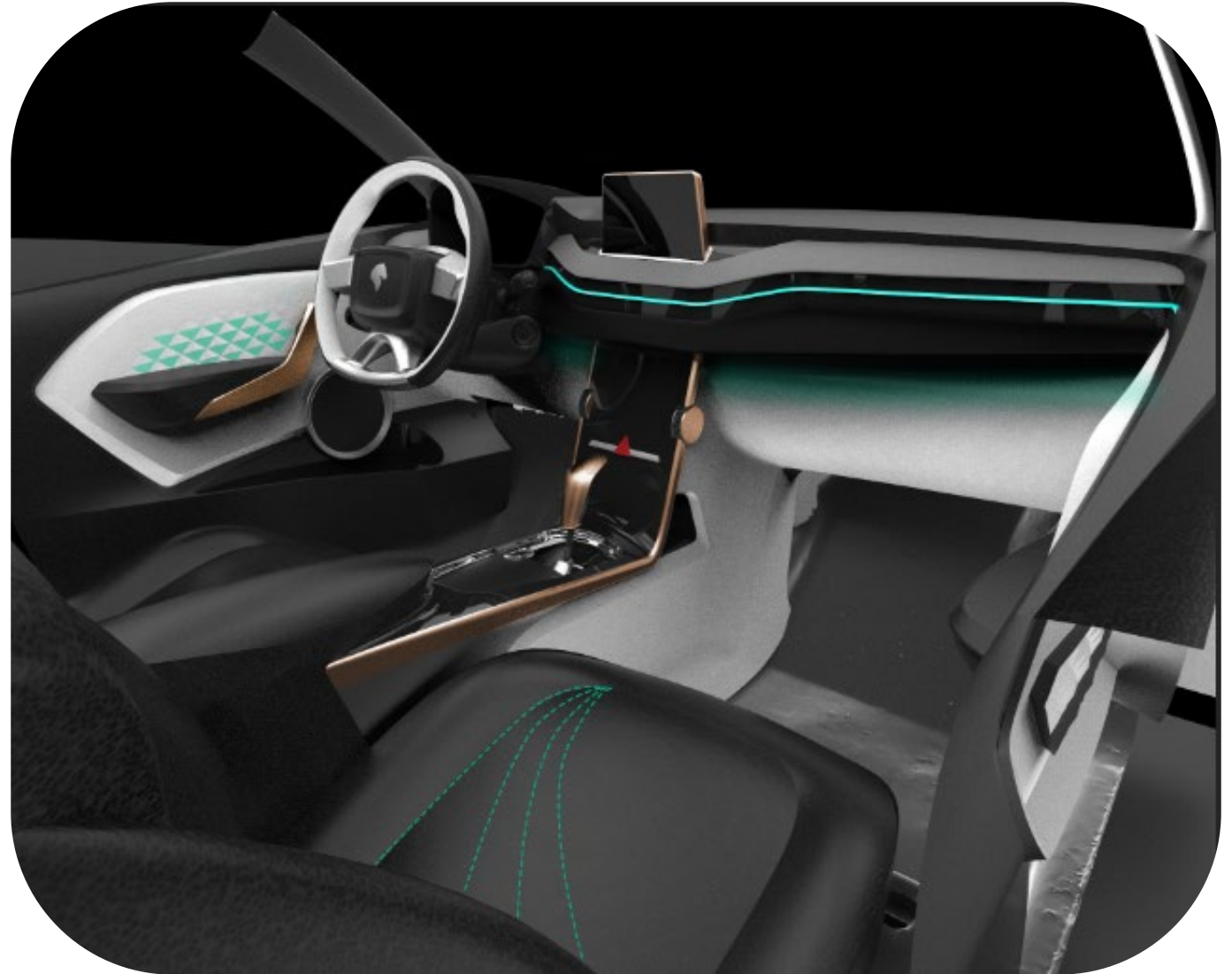
Vehicle Dashboard Design

Goal

1. Redesign the vehicle dashboard to improve:
2. Driver ergonomics
3. Visual hierarchy of controls
4. Interior aesthetics
5. Driver interaction with infotainment

Constraints

1. Fit IKCO vehicle architecture
2. Maintain cost efficiency
3. Ensure driver safety and visibility
4. Compatible with mass production



Research

Competitor Analysis

Comparing Automotive Dashboards



 **TOYOTA**



 **VOLKSWAGEN**



 **HYUNDAI MOTOR COMPANY**



Screen Integration



HVAC Controls

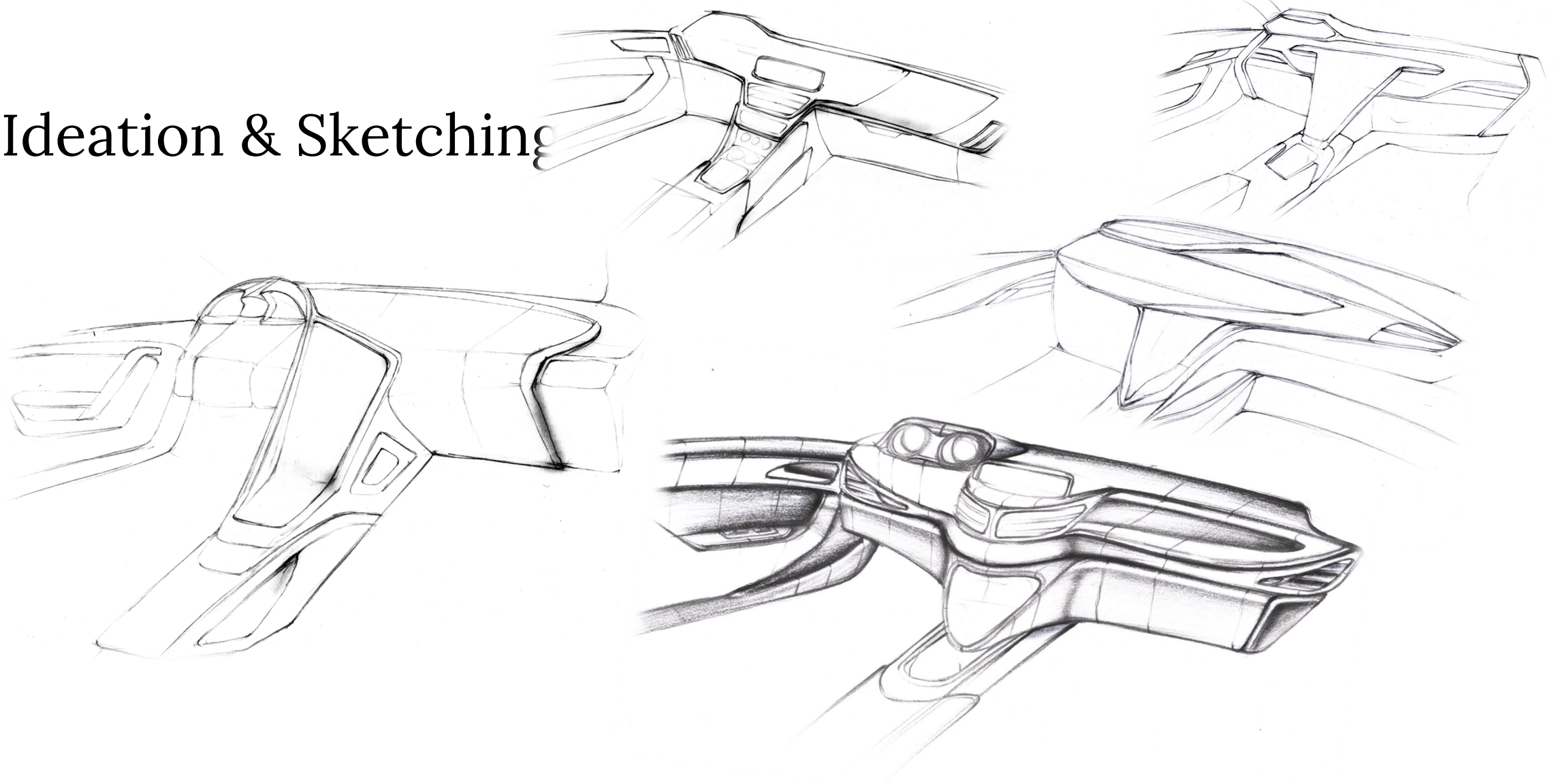


Material Quality



Layout & Design

Ideation & Sketching



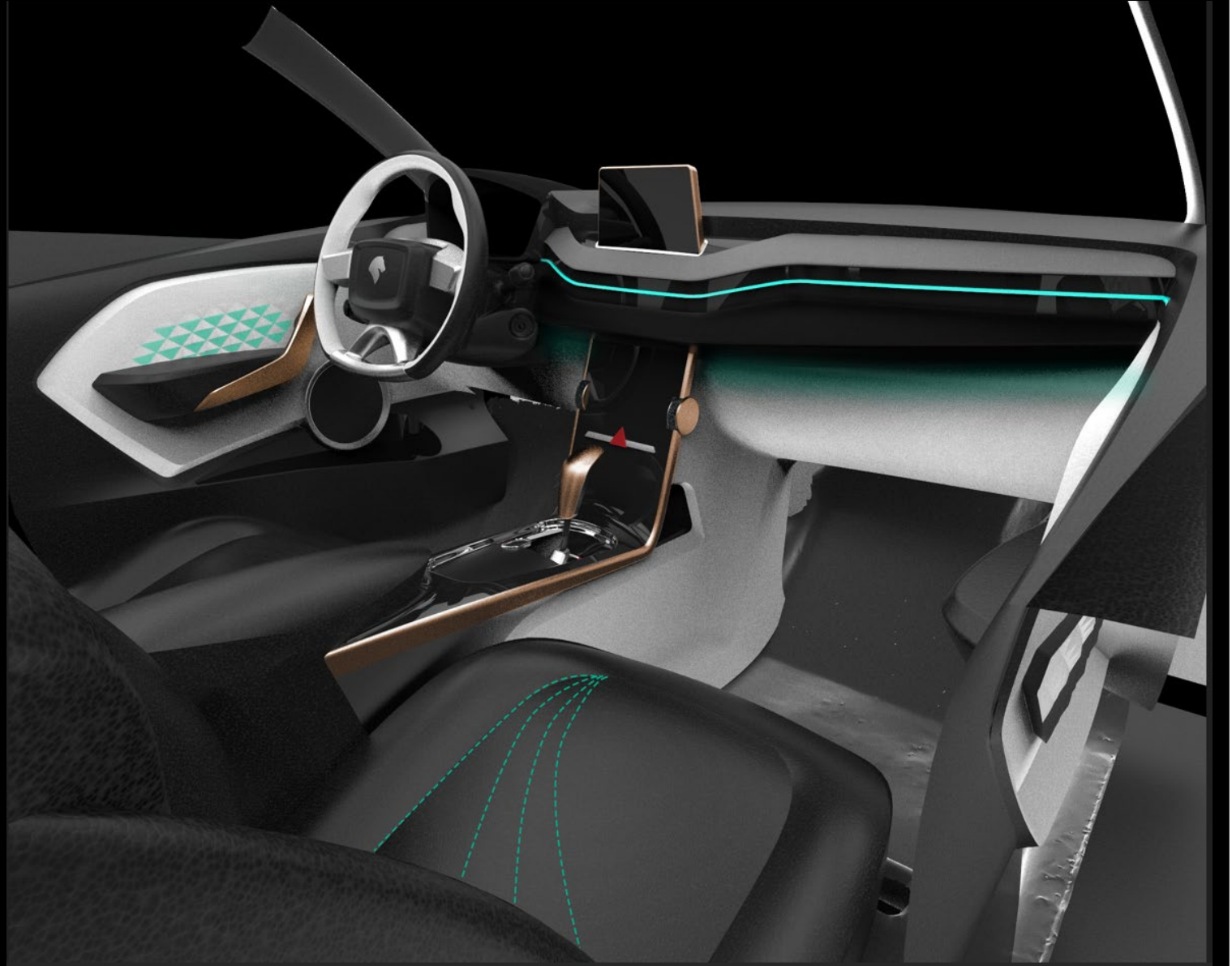
Rendering



Physical Mood Board for color and material



3D Modelling



3D Modelling

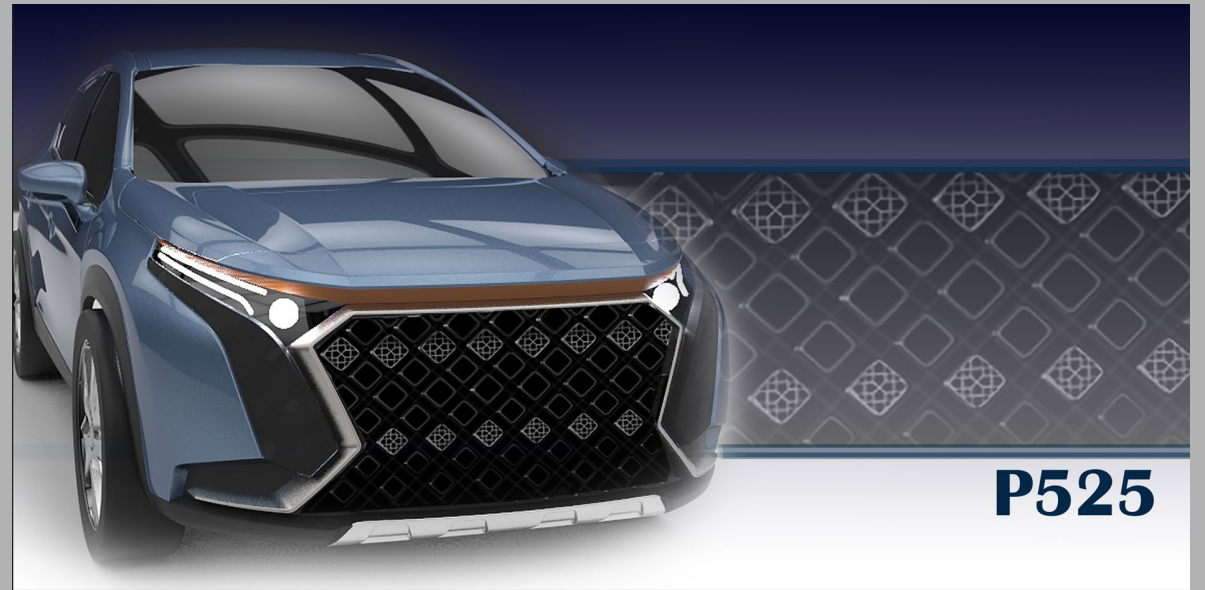


Automotive Components

Form & Function in Detail

Grill Design

(Inspired by Iranian architecture)



Taillight Design



Taillight Design



Taillight Design

P525 TAIL LIGHT DESIGN



THANK YOU

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