

Naeleh (Monica) Motamedi, Ph.D.

Product & Industrial Design | Design Research | Consumer Insights | Customer Experience

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PROFESSIONAL PROFILE

Interdisciplinary product and industrial design professional combining automotive CMF experience, UX/product-design education, consumer and market research, customer-experience leadership, and doctoral expertise in sustainable technology adoption. Connects user evidence, visual and material design, product strategy, and stakeholder communication to shape clear, usable, research-informed product and service experiences. Experienced in cross-functional collaboration, design workshops, curriculum and project leadership, team development, and translating complex customer needs into practical recommendations.

CORE COMPETENCIES

Industrial & Product Design	CMF Design	Human-Centred Design
UX & User Research	Consumer Insights	Market Research
Customer Experience	Product Innovation	Design Thinking
Trend Analysis	Concept Development	Prototyping
Usability Testing	Journey Mapping	Visual Communication
Cross-Functional Collaboration	Stakeholder Management	Workshop Facilitation

SELECTED CAREER HIGHLIGHTS

- Developed automotive product concepts and material systems at Iran Khodro through trend research, user insight, design exploration, and collaboration with engineering and production teams.
- Lead design and marketing education at Cambrian College, guiding projects from user research and problem framing to prototyping, usability testing, iteration, and final presentation.
- Completed doctoral research on how cultural factors, environmental values, and technology readiness shape electric-vehicle purchase behaviour in Canada.
- Bring customer-facing supervisory leadership at Costco and stakeholder, negotiation, and governance experience as the former President of CUPE Local 5011.

PROFESSIONAL EXPERIENCE

Professor - Creative Design & Marketing, Part time | Cambrian College|

Jan. 2023-Present

Sudbury, Ontario

- Lead UX, UI, product design, marketing, and communication design learning experiences that mirror end-to-end product discovery and development workflows.
- Develop project briefs and curriculum connecting design strategy, user research, journey mapping, visual communication, prototyping, usability testing, and evidence-based decisions.
- Guide thesis and capstone teams through problem definition, research synthesis, concept development, critique, iteration, and stakeholder-ready presentation.
- Facilitate collaborative workshops and design critiques that improve usability, product clarity, and communication quality.

Supervisor, Marketing and Membership Services, Full-time | Costco Wholesale |

Jun. 2021-Present

Sudbury, Ontario

- Leading and mentoring a cross-functional team of 25 people, responsible for customer experience, membership service, and consistent operational delivery.
- Managing training, performance development, and day-to-day coordination across customer service, operations, and marketing activities.
- Analyzing customer-engagement patterns and implementing process improvements supporting service quality and membership acquisition.

CMF Designer | Iran Khodro Automotive Company (IKCO) | Tehran, Iran

Nov. 2015-Oct. 2020

- Designed automotive product concepts and colour, material, and finish systems using trend analysis, user insight, and design research.
- Collaborated with engineering and production teams in more than manufacturing projects (exterior and interior car design) to translate design intent into feasible, manufacturable product solutions.

- Created concept boards, design documentation, and visual presentations to communicate product direction and design rationale to stakeholders.
- Led design exploration across alternative concepts, evaluating and refining solutions for product clarity, usability, and production relevance.

PROFESSIONAL EXPERIENCE - CONTINUED

Marketing Manager | Paya Tavan Kosar Co. | Tehran, Iran

Mar. 2013-Nov. 2015

- Led cross-functional marketing initiatives spanning product communication, visual design, customer engagement, and internal coordination.
- Developed marketing materials, presentations, and product-communication assets supporting launches and campaigns.
- Managed stakeholder relationships and alignment across internal teams.

ADDITIONAL LEADERSHIP AND ACADEMIC EXPERIENCE

University Professor - Industrial & Human-Centred Design | Azad University of Tehran

Feb. 2013-Jan. 2021

- Taught more than ten industrial-design courses, including User-Centred Design, Human Factors Engineering, Computer-Aided Design, Industrial Drawing, Design Thinking Methods, and Economics and Management of Industrial Products.
- Coordinated senior design projects, balancing customer needs, usability, technical feasibility, social relevance, prototyping, and professional presentation.
- Mentored emerging designers in research-informed concepts, design rationales, visual communication, and critique.

President | CUPE Local 5011 - Laurentian University | Sudbury, Ontario

Dec. 2021-Apr. 2024

- Led an academic workers organization representing hundreds of members and coordinated governance, communication, and strategic planning.
- Facilitated negotiations, stakeholder engagement, collaborative decision-making, and leadership development.

SELECTED RESEARCH AND INNOVATION PORTFOLIO

Electric-vehicle consumer research. Designed and completed doctoral research examining cultural factors, environmental concern, technology readiness, identity, and purchase intention in the Canadian EV market.

Automotive design and insight. Combined automotive design exploration, CMF systems, trend analysis, user insight, visual communication, and cross-functional collaboration with engineering and production.

Product and experience design education. Created project-based workflows that move teams from research and journey mapping through concept development, prototyping, usability testing, iteration, and presentation.

Multicultural technology adoption. Research agenda explores how cultural identity, environmental values, product aesthetics, interface clarity, and social influence shape sustainable consumer choice.

EDUCATION

Ph.D., Interdisciplinarity, Culture and Society | Laurentian University | Sudbury, Ontario

2026

Dissertation: Electric Vehicle Purchase in Canada: Influence of Cultural Factors.

Master of Industrial Design | Azad University of Tehran | Tehran, Iran

2013

Bachelor of Industrial Design | Alzahra University | Tehran, Iran

2008

RESEARCH, DESIGN, AND TECHNICAL TOOLKIT

RESEARCH AND STRATEGY

- Consumer and market research
- Survey and questionnaire design
- UX research and usability testing
- Research synthesis and journey mapping
- Descriptive and regression-based analysis
- Stata and REDCap

DESIGN AND COMMUNICATION

- Figma and UX/UI prototyping
- Adobe Creative Cloud and Canva
- Computer-aided design
- Concept boards and design documentation
- Visual presentation and research storytelling
- Microsoft Office and collaboration platforms

SELECTED PROFESSIONAL DEVELOPMENT

Marketing Positioning Management - Ministry of Commerce affiliate, 2014

Statistical Analysis Using SPSS - Ministry of Commerce affiliate, 2014

International Business and Commerce Skills - Ministry of Commerce affiliate, 2013

Negotiation and Effective Communication - Ministry of Commerce affiliate, 2011

