

SELECTED WORK / 2026

Naeleh (Monica) Motamedi, Ph.D.

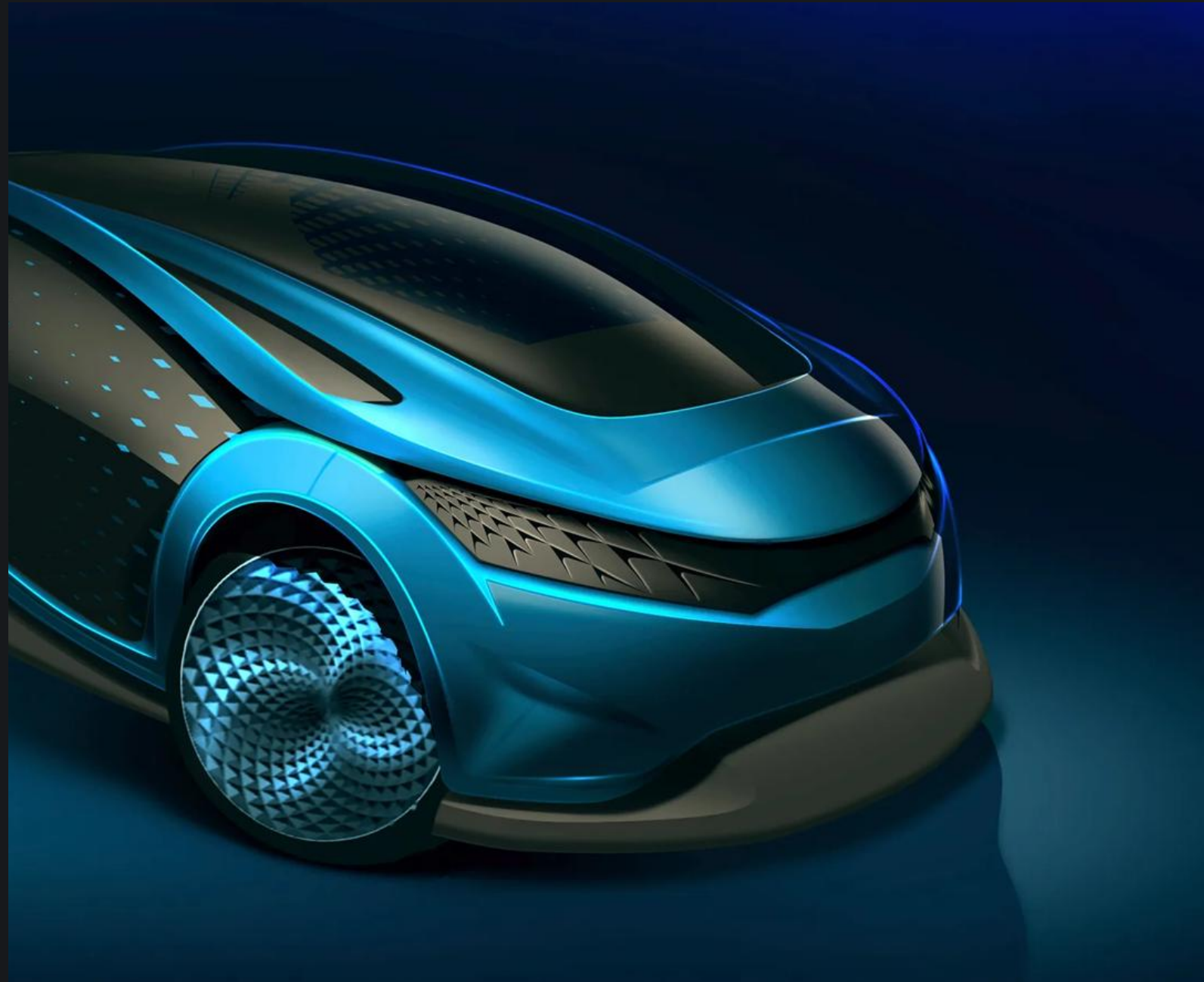
Industrial and product design
Automotive CMF and materials
Design development

*Research-informed design for
people, products, and sustainable
futures.*

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Research, material, and production in one design practice



Research, material, and production in one design practice

I develop products and experiences by connecting user evidence with material behaviour and production constraints. My work spans automotive interiors and CMF, product design, furniture, lighting, and design research.

■ Material judgement

Colour, texture, finish, and surface decisions support product character and use.

■ Buildable development

Concepts are tested against ergonomics, architecture, assembly, and manufacturing.

■ Research-informed

Consumer, market, precedent, and cultural evidence become clear design criteria.

■ Research + teaching

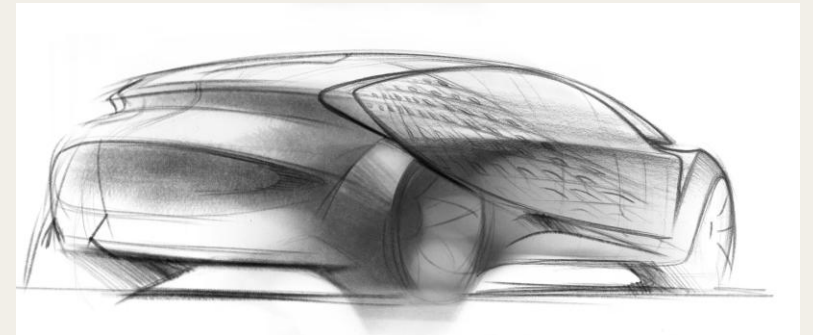
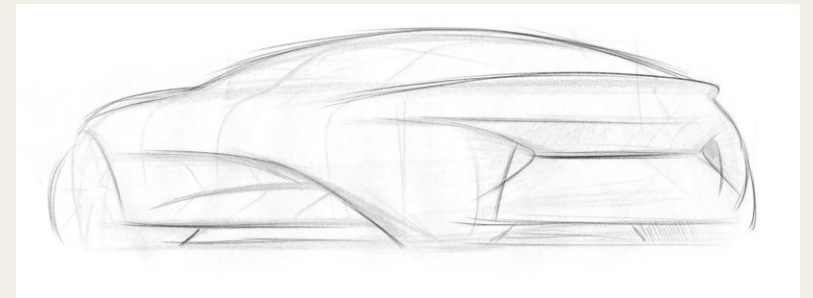
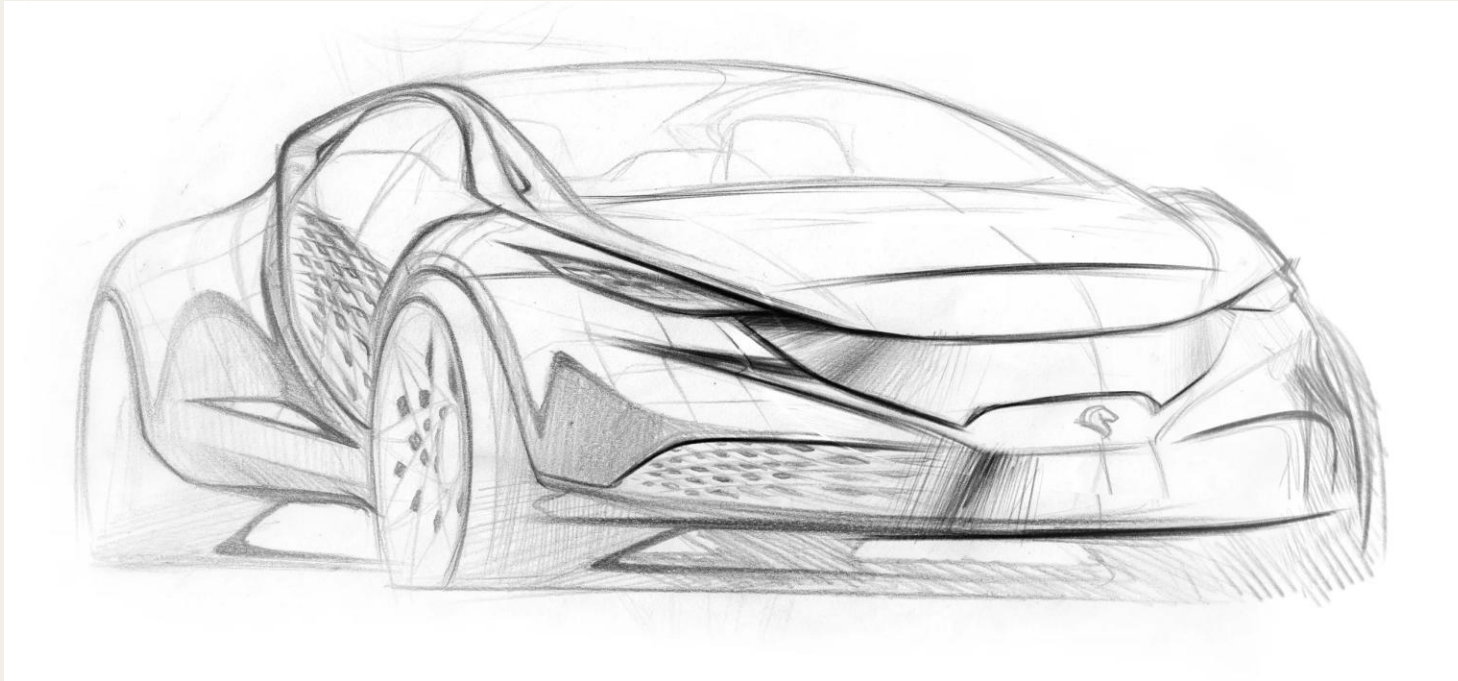
More than seven years in industry, alongside university teaching and doctoral research.

Selected work

A 46-page portfolio designed for a fast scan and a deeper design review.

01	Conceptual Vehicle Development	Automotive concept, sketch, digital volume, clay and final visualisation	04
02	Automotive Brand Identity Research	Design DNA, cultural references and strategy	08
03	Automotive Interior Design & CMF	Door panel, cockpit architecture, materials and model development	13
04	Automotive Components & Details	Grille and taillight form-language studies	28
05	Lighting and Product Systems	PARALLAX LED wall system and FLUIDFORM lighting concept	32
06	Furniture Design	Terio Chair and sculptural lounge-chair explorations	39
07	Research, Experience & Contact	EV research, industry practice, education and contact	44

Proportion and stance before detail



■ Silhouette

Roofline, wheel placement, and overhangs establish visual weight.

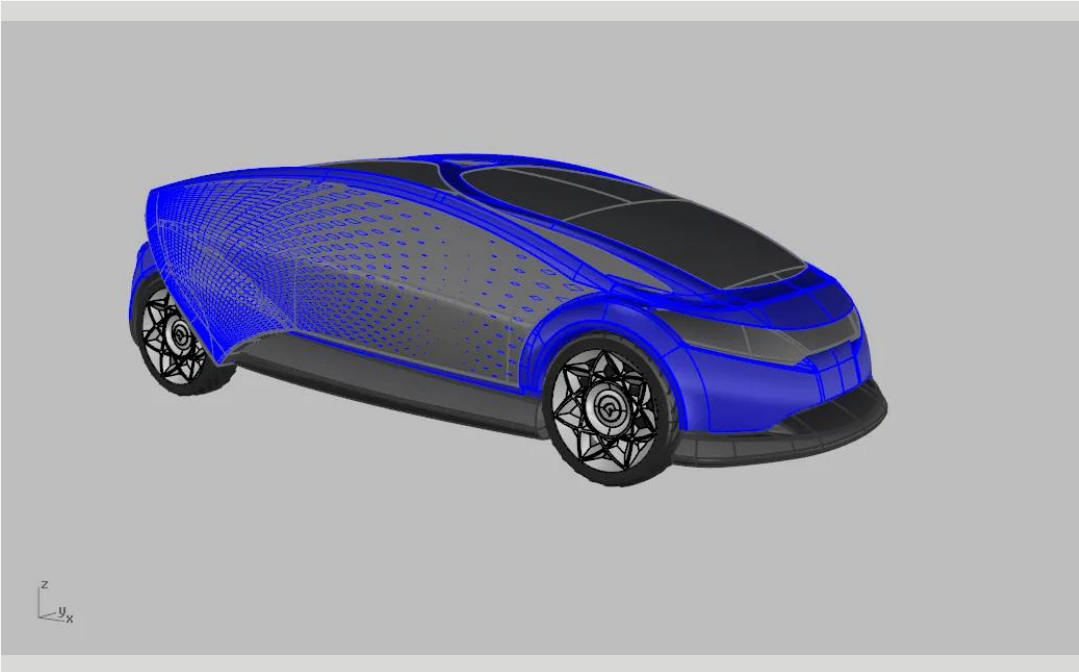
■ Fascia

Front and rear studies test a recognizable graphic identity.

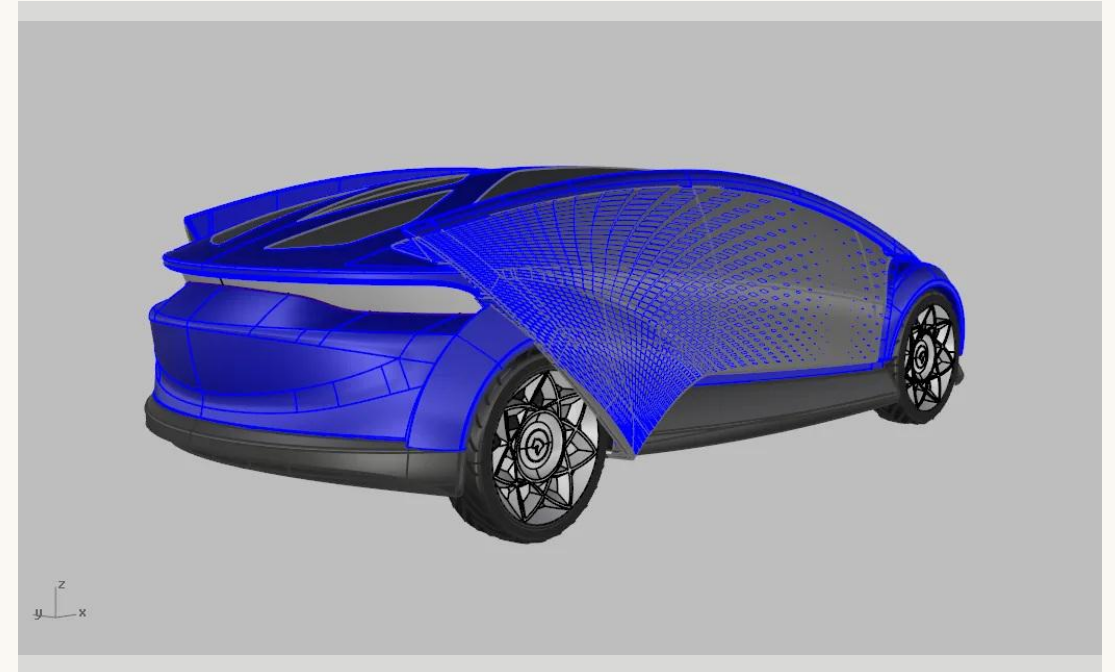
■ Selection

A clearer gesture is carried forward before surfaces are fixed.

Surface development in three dimensions



FRONT THREE-QUARTER



REAR THREE-QUARTER

Digital volume exposes decisions that remain ambiguous in sketch: shoulder height, glazing, wheel relationship, lower-body mass, and the continuity between front and rear graphics.

Clay makes surface continuity visible



Physical volume can be read through repeatable viewpoints, light, and shadow.

The model tests the relationship between hood, shoulder, cabin, and rear volume in real space.

Resolved concept direction



Resolved concept direction

The final visualisation consolidates proportion, fascia, surface language, wheel detail, and lighting into one coherent statement.

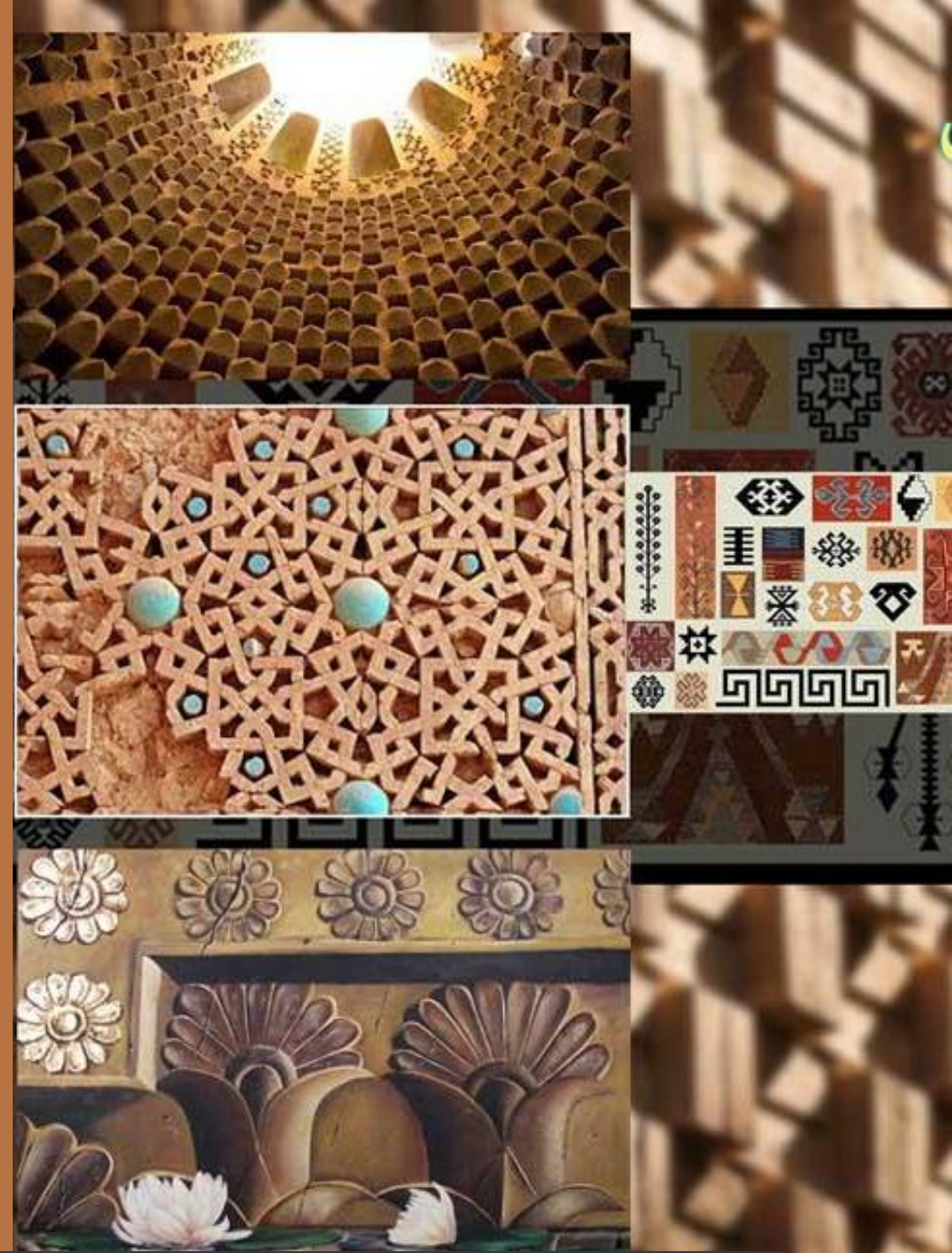
Documented outcome: a complete concept-development sequence from sketch through digital and physical form. No production claim.

02

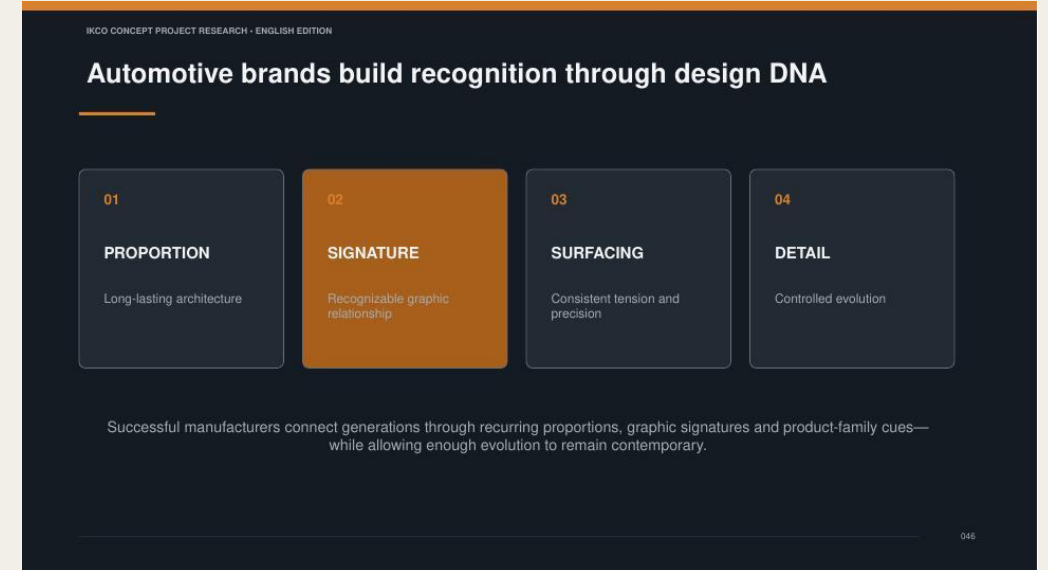
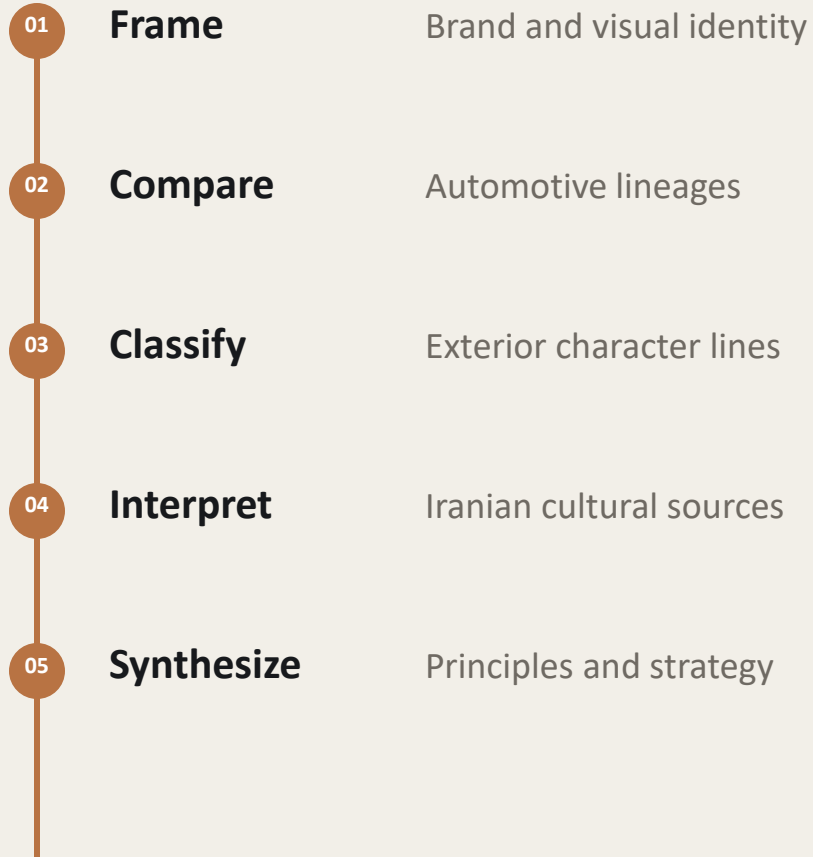
Automotive Brand Identity Research

A research framework for a recognizable and adaptable vehicle-family language.

— Research and design contribution within the IKCO Industrial Design Group.

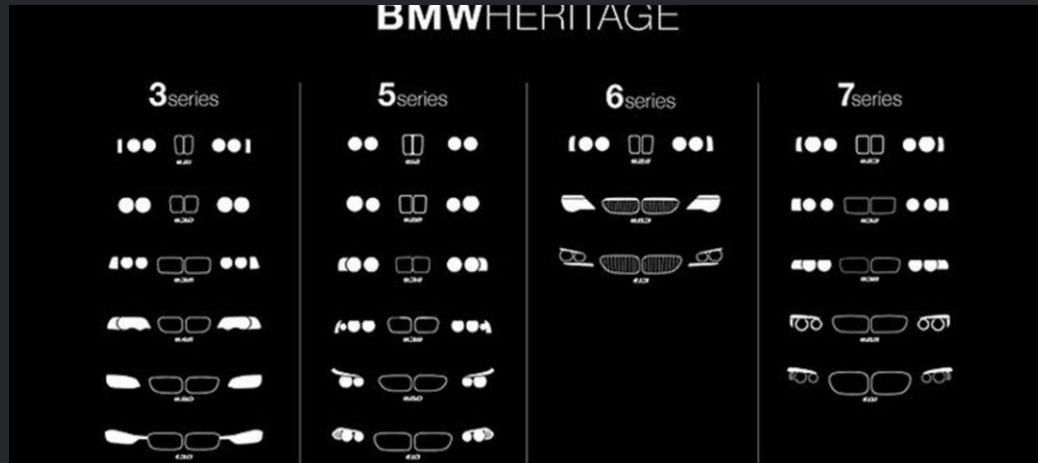


Research framework



A structured path from comparative evidence to a shared design language.

Recognition comes from repeated relationships



RESEARCH REFERENCES

Explicit cues

Recognizable grilles, lamps, graphics, and proportions.

Implicit cues

Stance, surface tension, visual rhythm, and detail discipline.

A family can evolve while a limited set of visual relationships stays recognizable.

Cultural meaning becomes a design principle



RESEARCH REFERENCES

■ Geometry

Architecture - structure and proportion

■ Precision

Craft - detail and material intelligence

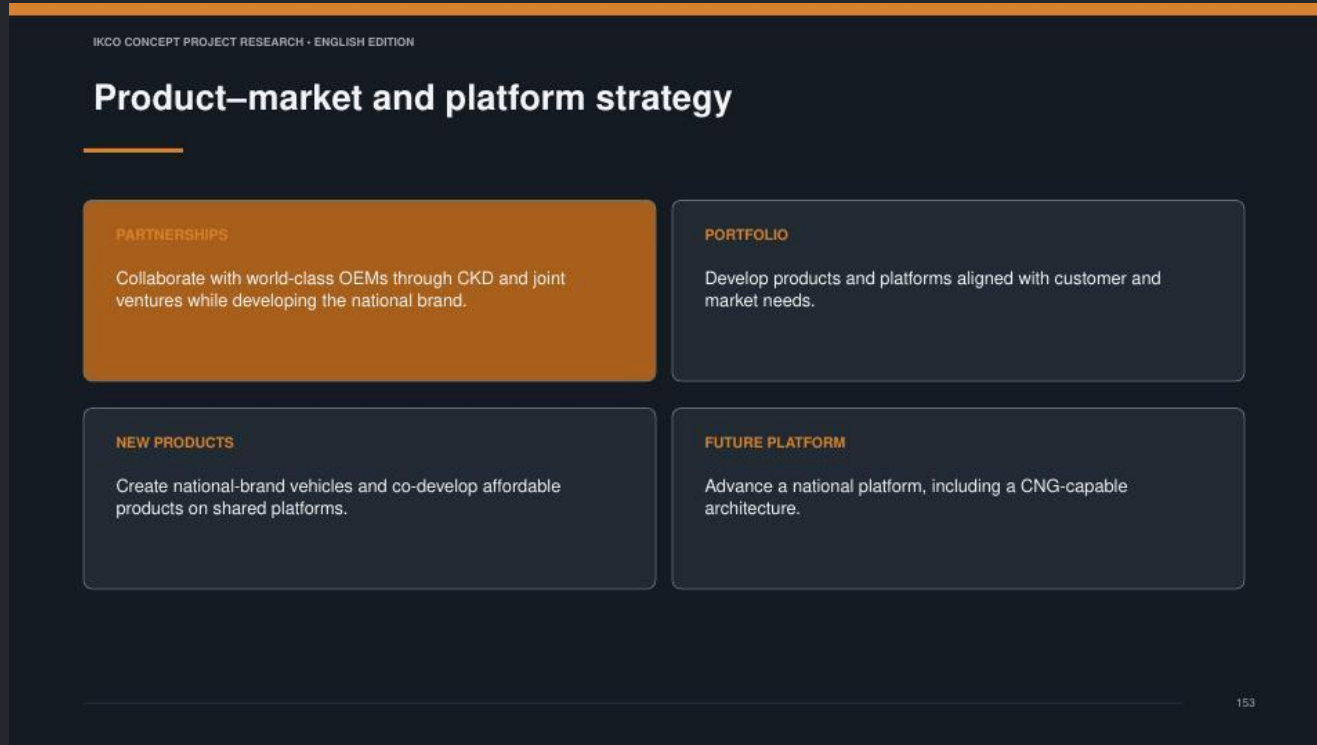
■ Rhythm

Script - balance and directional movement

■ Character

Nature - identity through association

From isolated styling to a scalable family language



KEEP STABLE

Front identity
Lighting logic
Surface discipline
Detail quality

ALLOW TO ADAPT

Proportion and expression shift by vehicle type while concepts are reviewed against the same principles.

Strategic recommendation developed from the research dossier.

03

Automotive Interior Design

Door-panel development, cockpit
architecture, and CMF

**Ergonomics / interaction zones /
CMF / manufacturability**

— IKCO-context concept studies focused on
ergonomics, interaction zones, material
hierarchy, and manufacturability.



Door-panel brief: reach, support, and feedback



OBSERVED ISSUES

- | | | |
|----|------------------|-------------------------------------|
| 01 | Handle | Difficult to reach |
| 02 | Armrest | Awkward support position |
| 03 | Materials | Weak visual and tactile consistency |
| 04 | Controls | Poor tactile feedback |

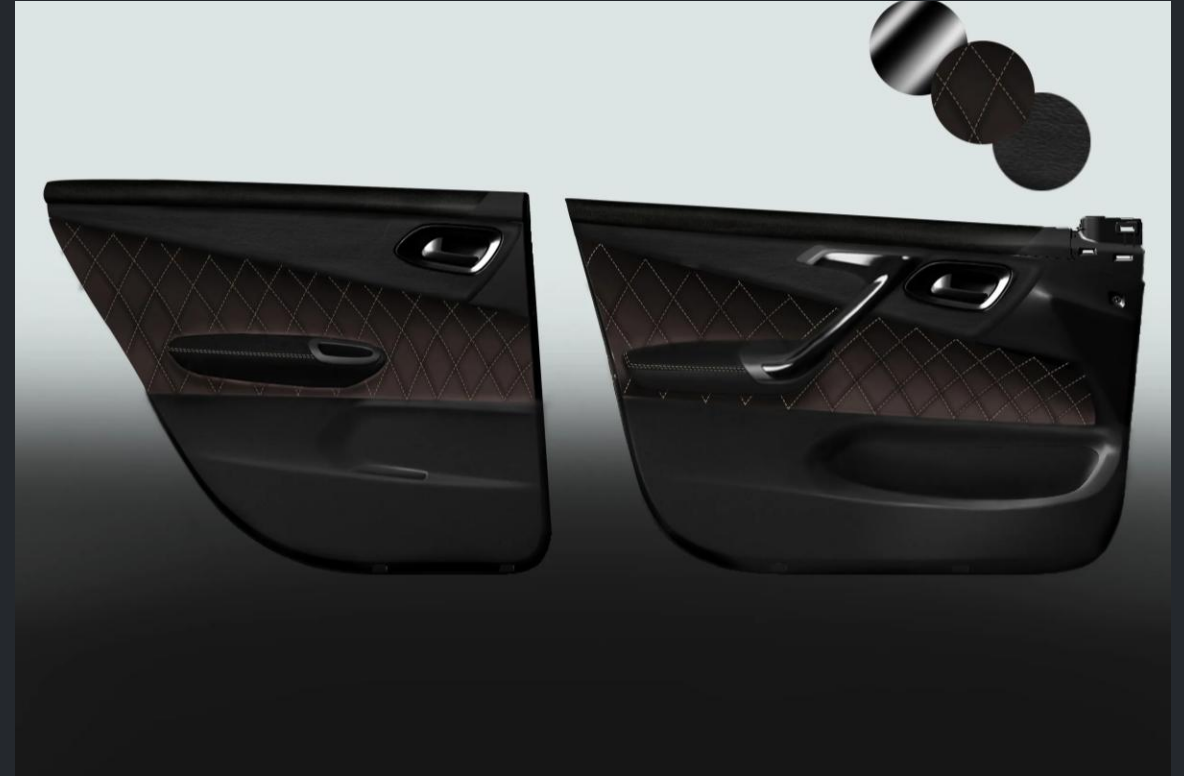
DESIGN CRITERIA

Improve reach and support. Clarify interaction zones. Retain the existing vehicle architecture. Support cost-efficient mass production.

CMF directions align touchpoints and part hierarchy



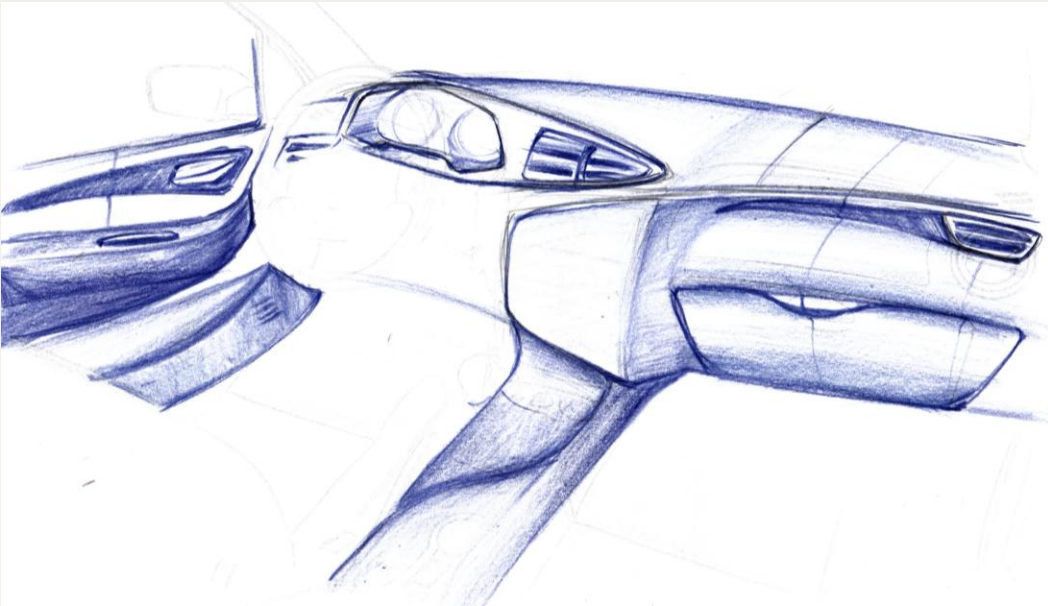
WARM MATERIAL DIRECTION



DARK MATERIAL DIRECTION

Deliverable: concept renders informed by ergonomics, material hierarchy, and DFM criteria.

Form and CMF develop as one interior system



LAYOUT STUDY

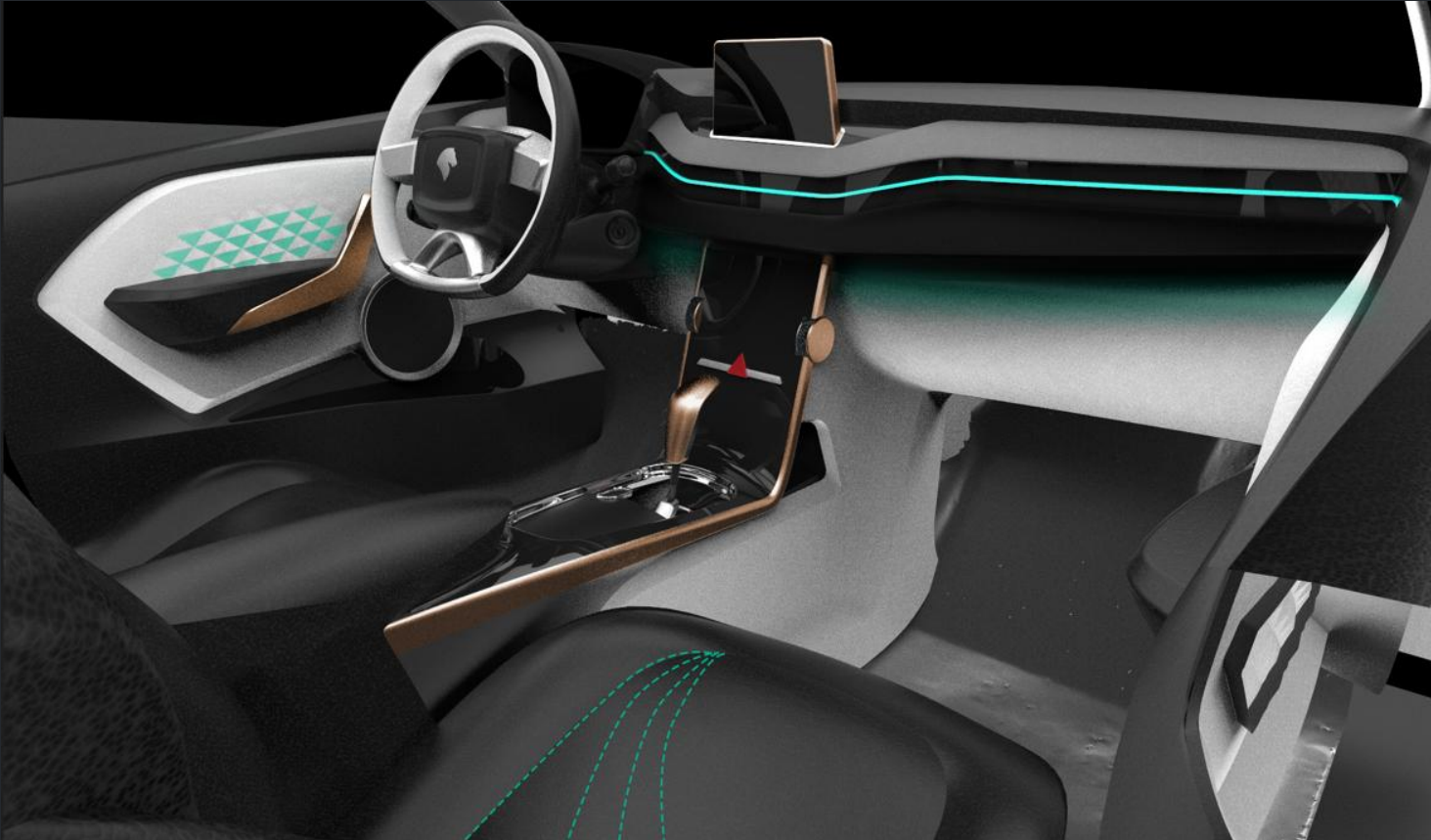
Sketches test the relationship between the instrument display, centre controls, and driver reach.



PHYSICAL CMF BOARD

Physical samples test colour, texture, and material contrast at a scale digital renders cannot fully represent.

A continuous architecture clarifies the driver environment



RESOLUTION

The display zone, centre stack, and horizontal surfaces read as one driver-focused composition.

Deliverables: design render, CMF direction, and multi-view 3D development.

Door-panel baseline: issues and constraints

PREVIOUS INTERIOR CONTEXT

PROBLEM

Hard-to-reach handle, awkward armrest, material mismatch, and weak tactile feedback on controls.

GOAL

Improve ergonomics, usability, visual quality and manufacturability of the door-panel system.

CONSTRAINTS

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

DESIGN LENS

Reach, support, touch, hierarchy



Research translates needs into design criteria

Competitor Analysis



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

Benchmarking ⊗

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



Customer Needs

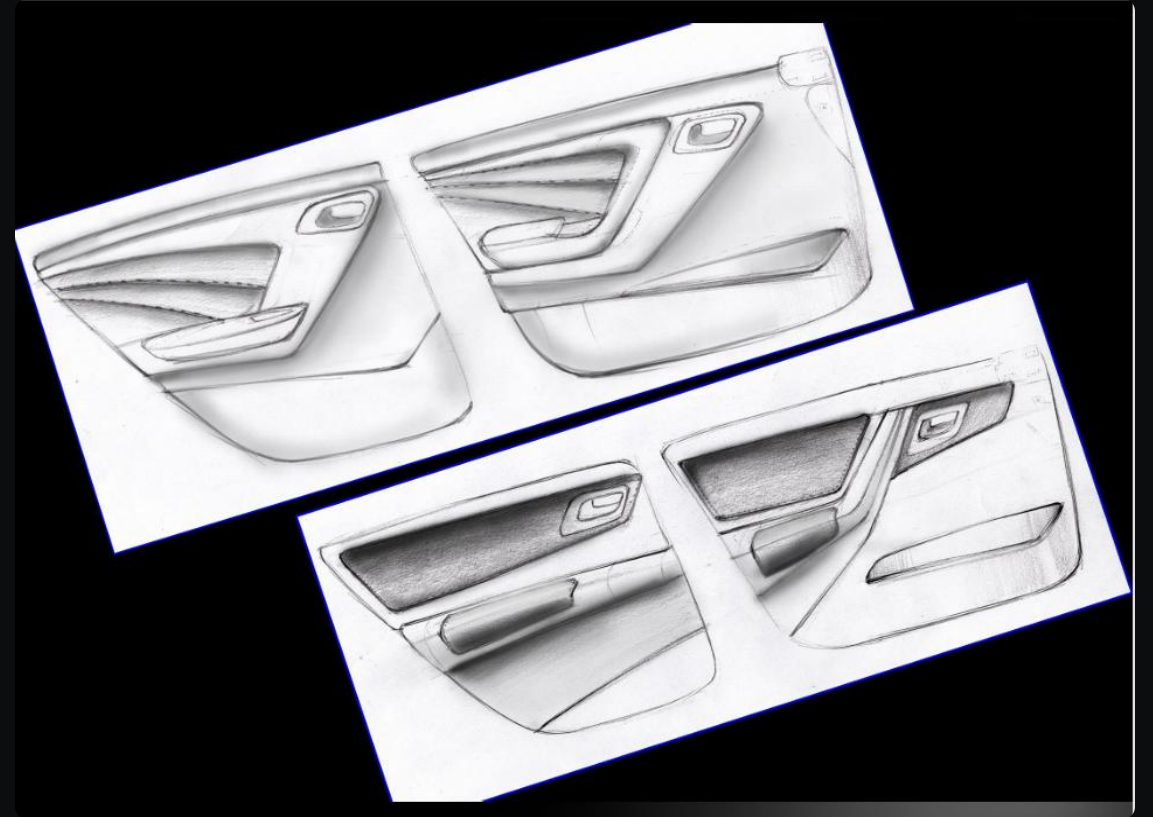
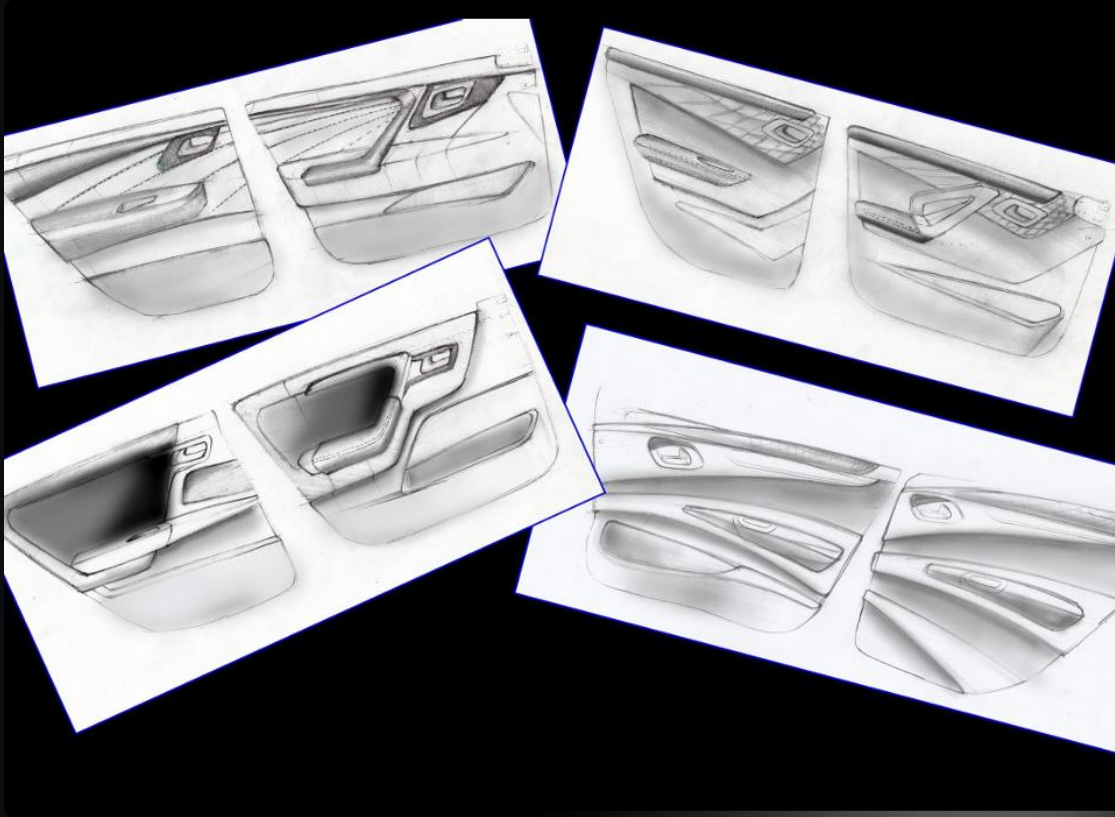
- Comfortable armrest
- Intuitive, easy-to-reach controls
- Stylish and visually appealing
- Ample, convenient storage space

Design Trends

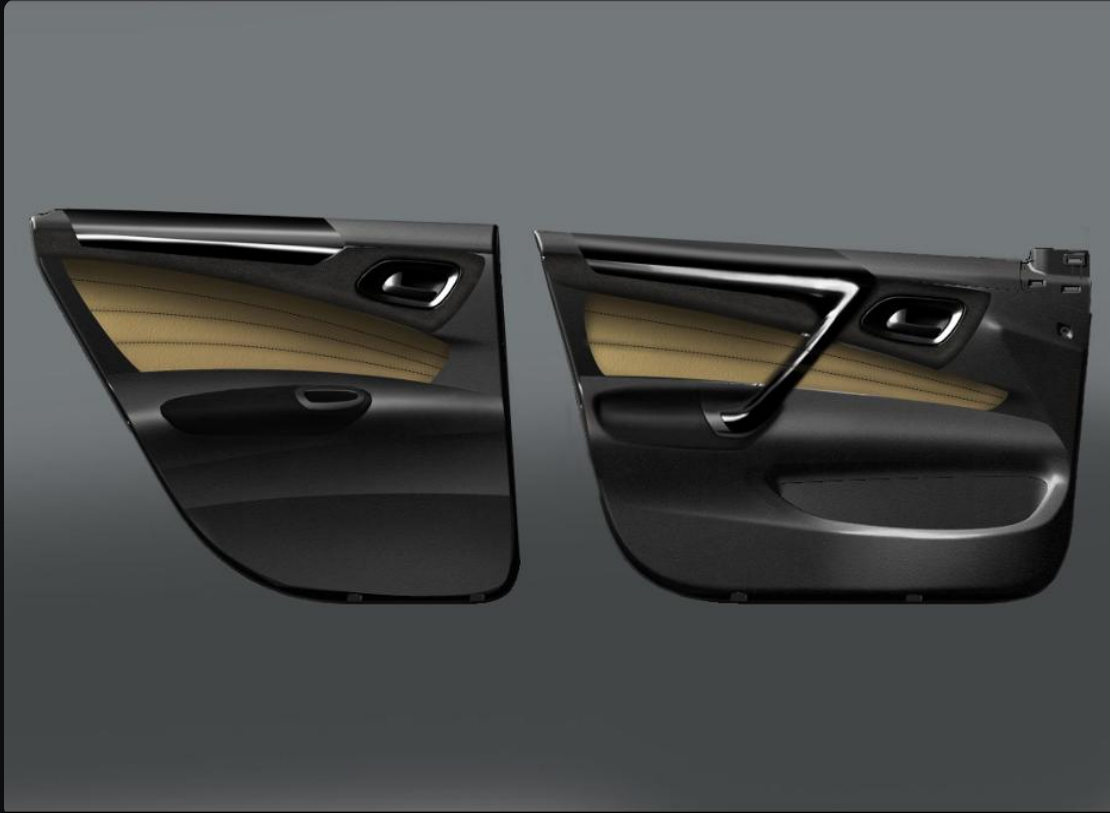


- Soft-touch **materials**
- Contrast **stitching**,
- Ambient lighting with **metallic accents**

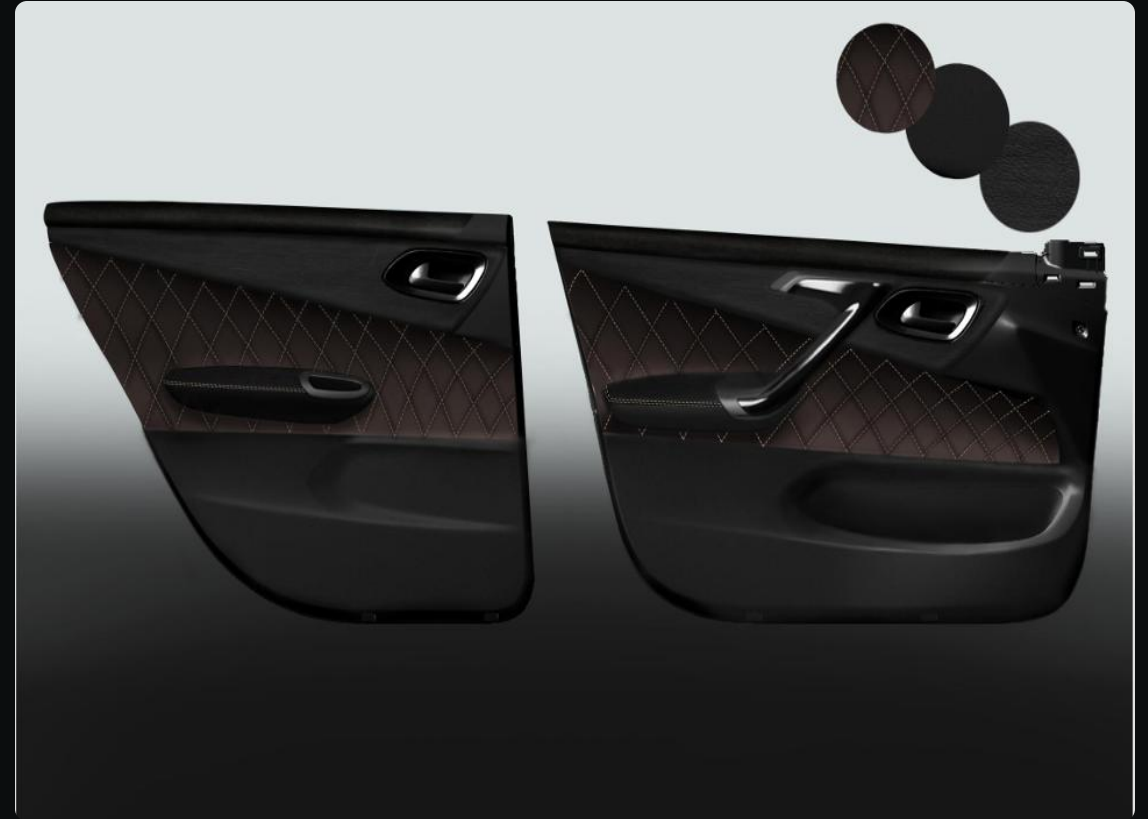
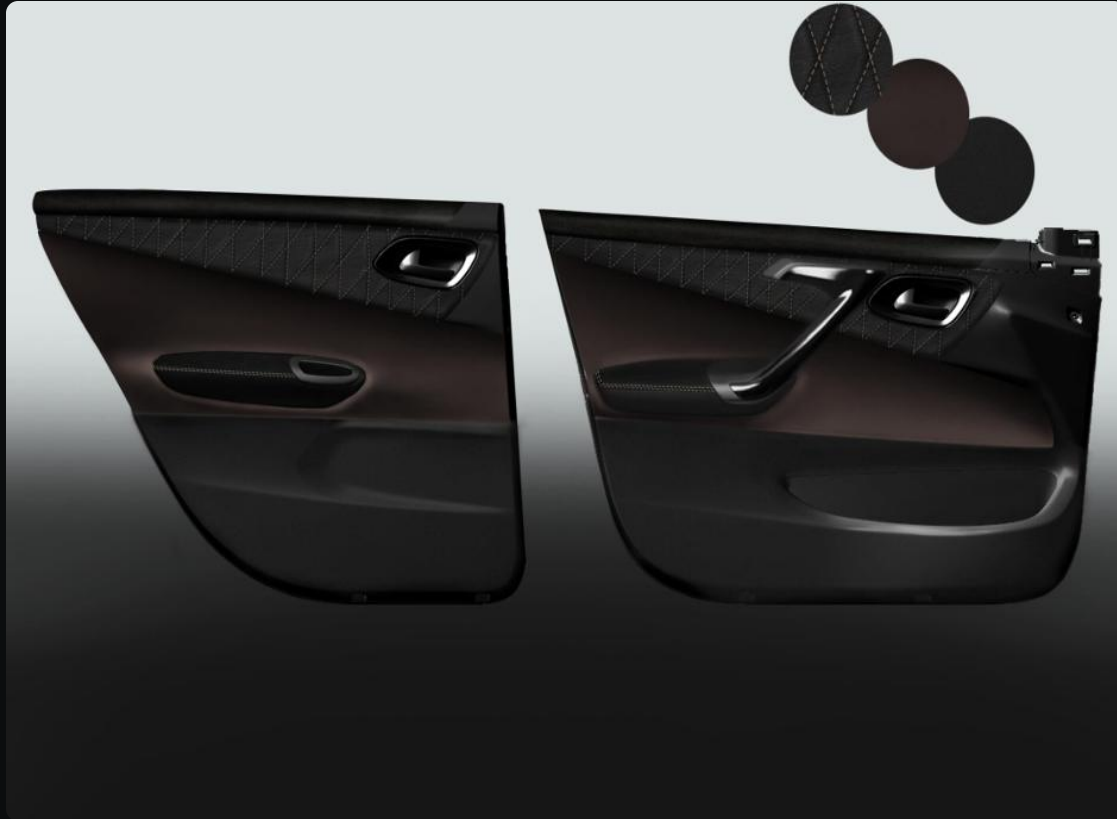
Door-panel ideation explores interaction zones



Rendering compares warm CMF directions



Rendering compares dark CMF directions



Cockpit brief: ergonomic hierarchy and interaction

DESIGN BRIEF

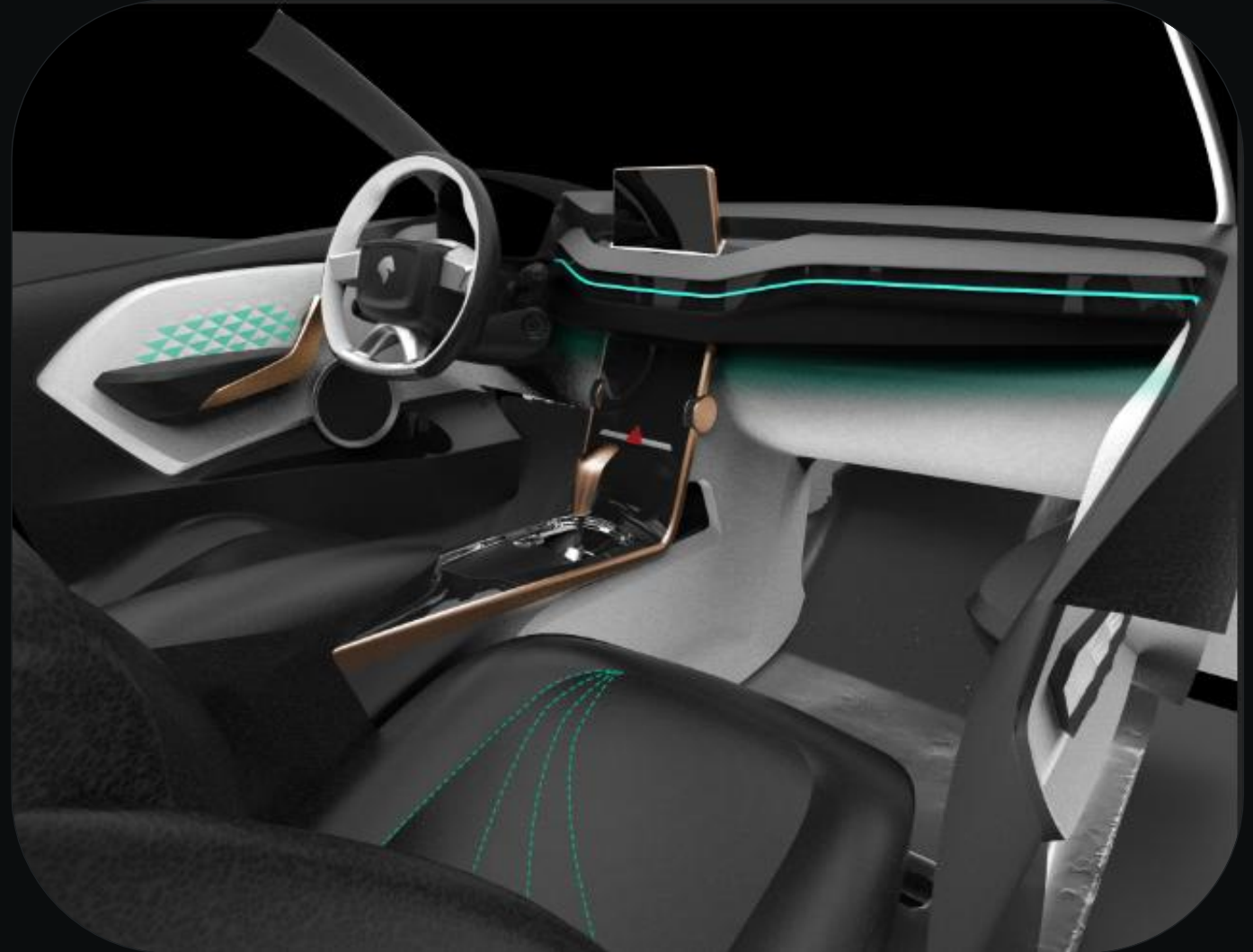
Redesign the dashboard to improve driver ergonomics, control hierarchy, interior atmosphere and infotainment interaction.

KEY CONSTRAINTS

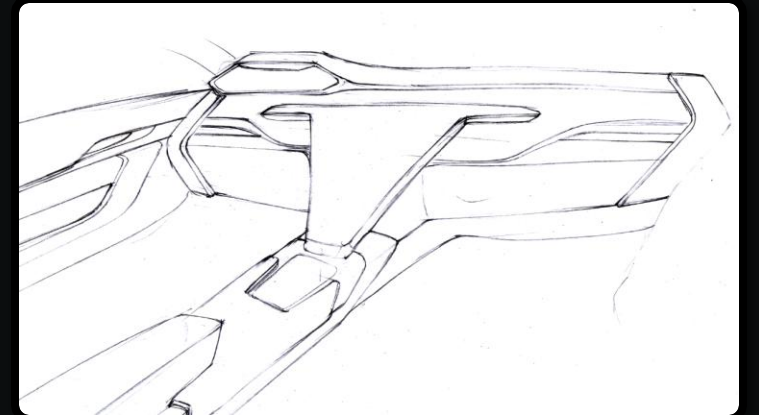
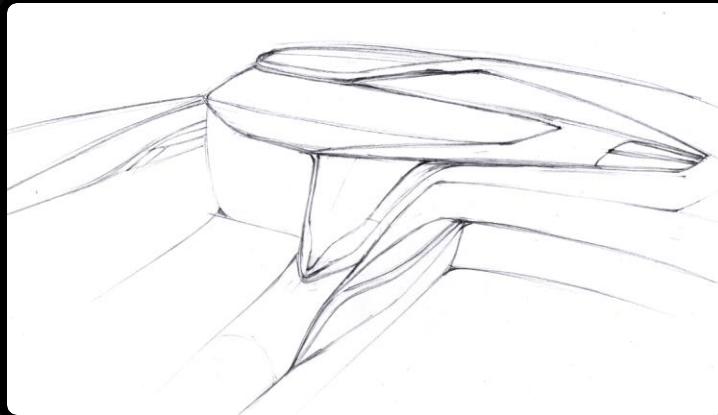
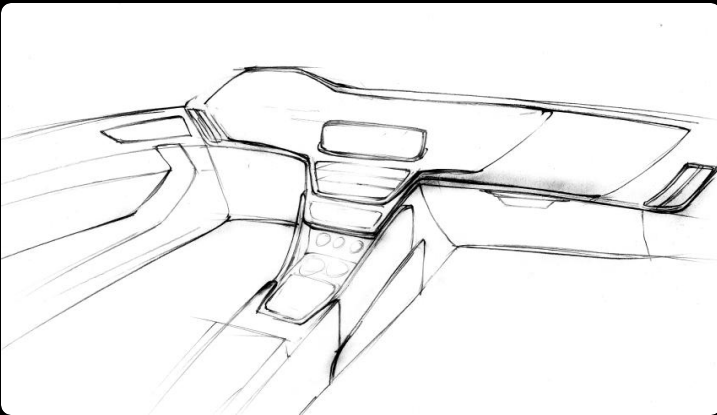
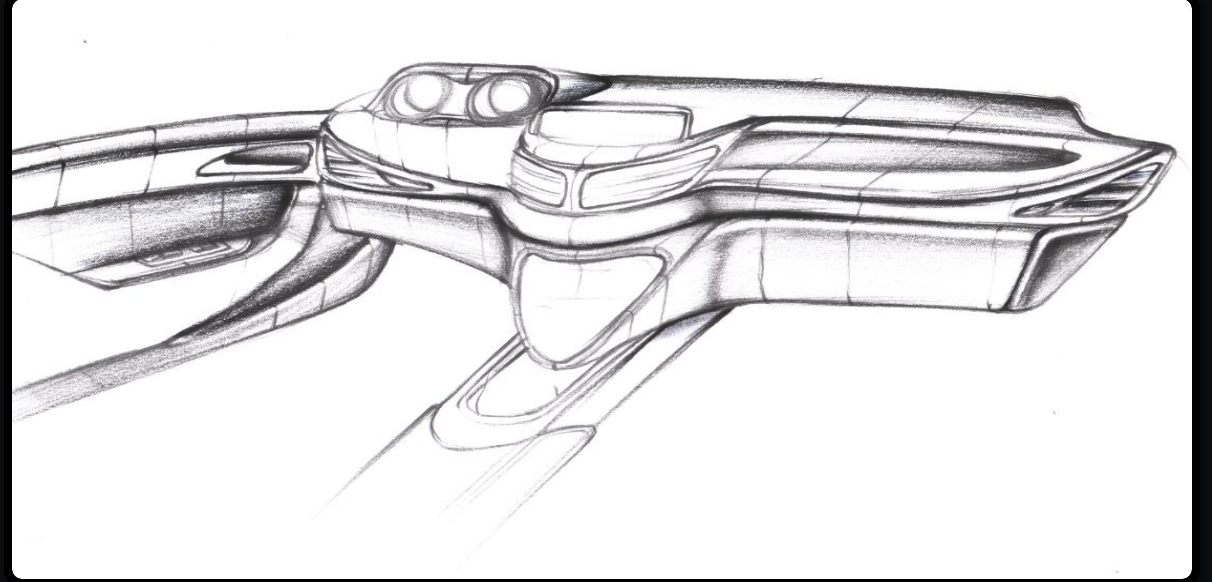
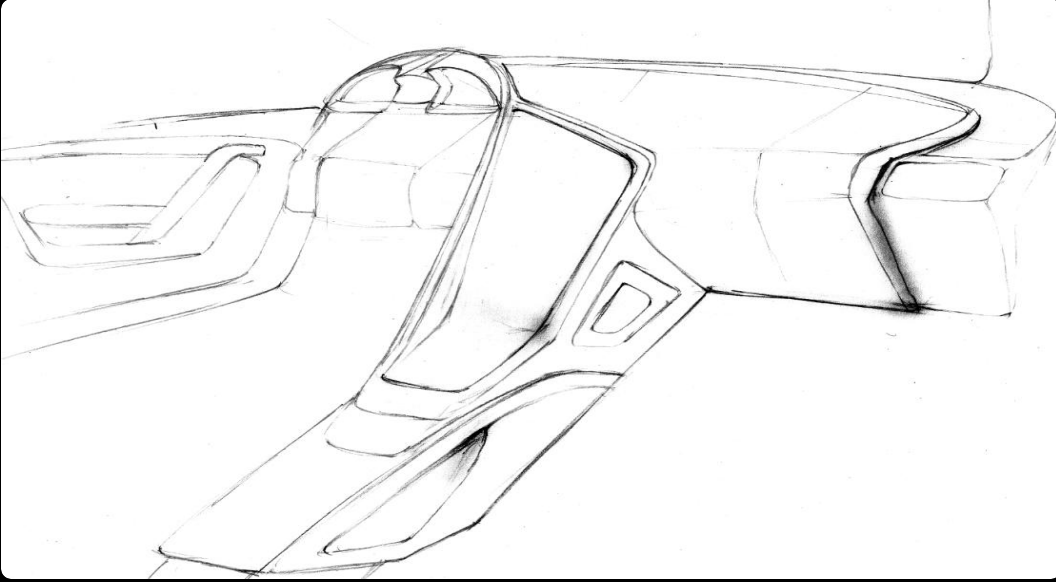
Fit the IKCO vehicle architecture, protect visibility and safety, keep cost efficiency, and support mass-production logic.

OUTPUT

Driver-focused cockpit proposal



Cockpit ideation explores display and centre-stack options



Rendering develops interior form and colour options



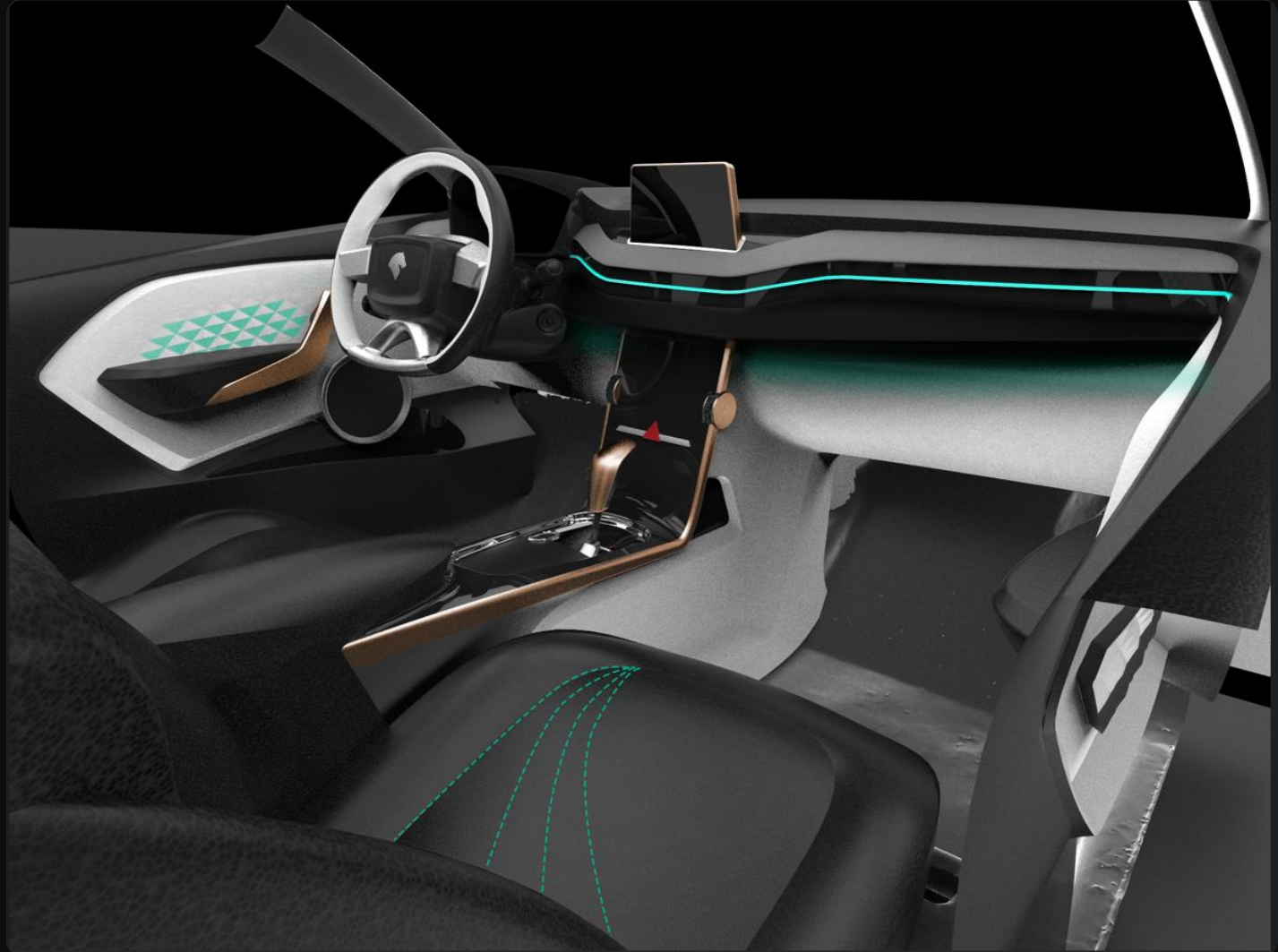
3D model tests the driver-focused cockpit

3D MODELING

The model evaluates display placement, instrument-panel massing, driver reach and the continuity between door, console and dashboard surfaces.

DESIGN FOCUS

Architecture / interaction zones / CMF integration



Full cockpit model resolves the cabin layout



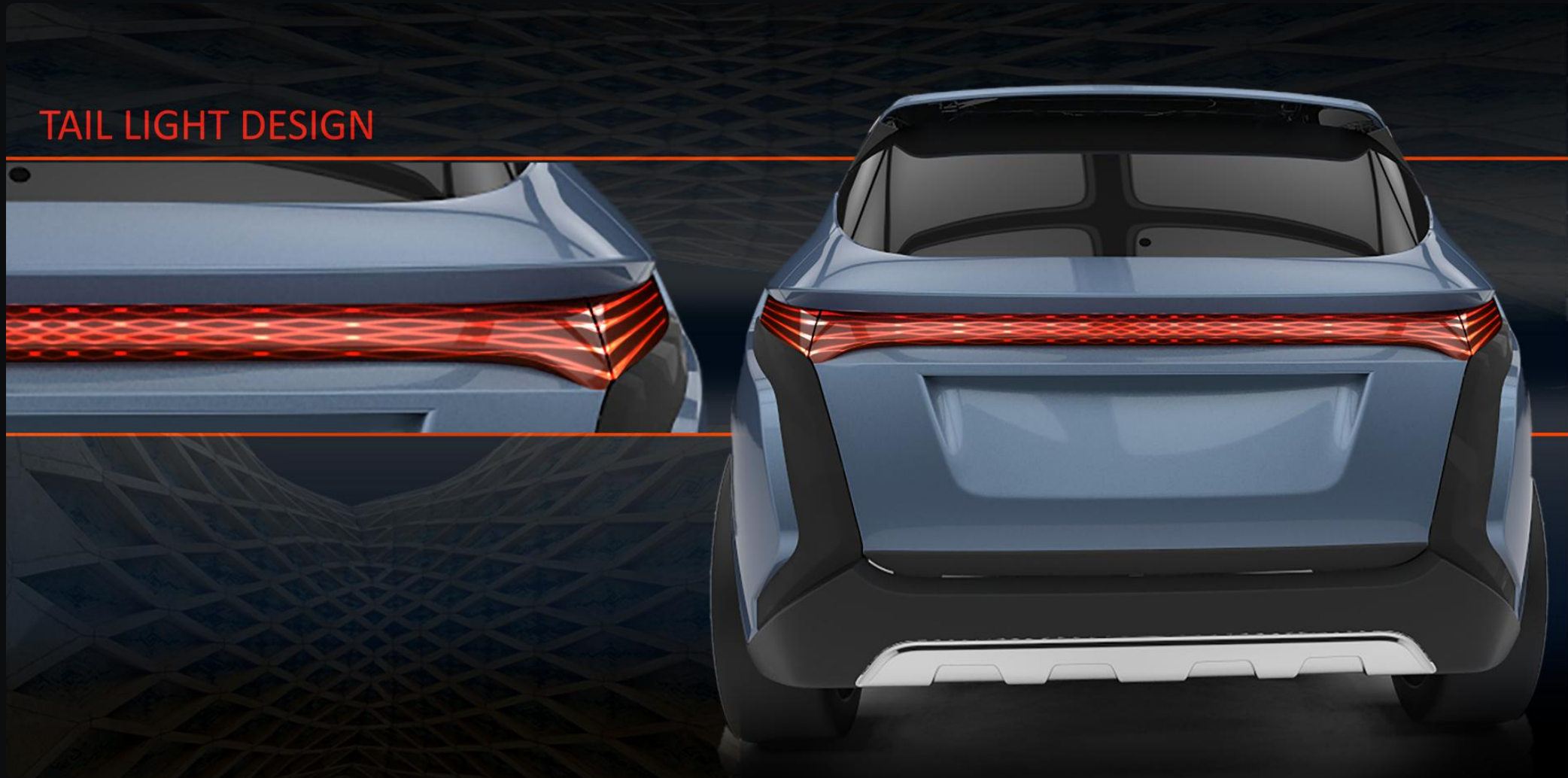
Grille pattern inspired by Iranian architecture



Taillight module: proportion and insert detail



Taillight graphic system across the rear view



Taillight resolution and detail language

P525 TAIL LIGHT DESIGN



05

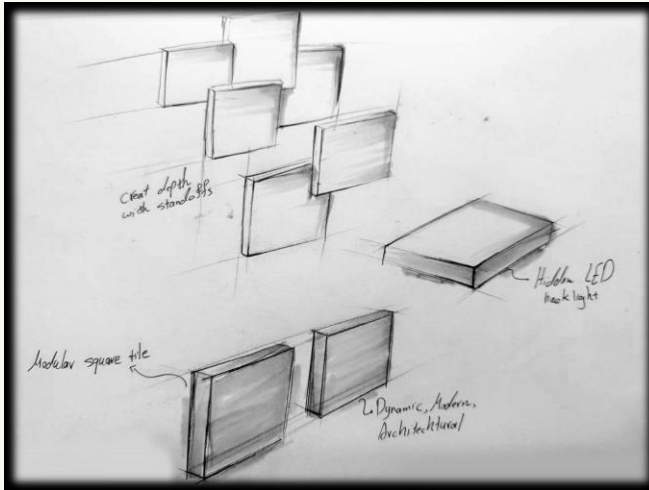
PARALLAX

Modular LED Wall System

One luminous unit scales into flexible architectural compositions while retaining a clear relationship between light, structure and wall surface.

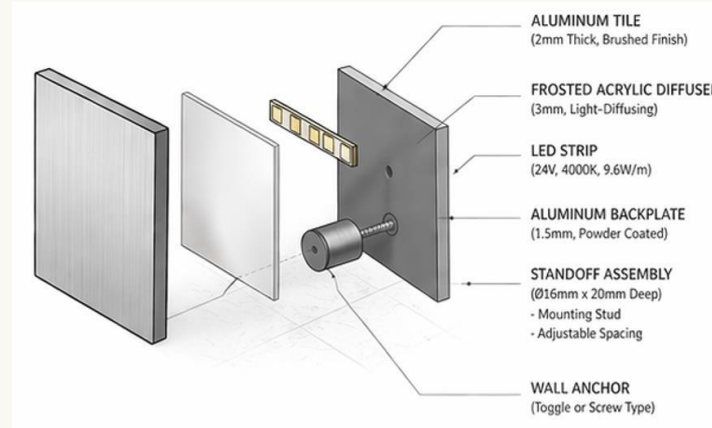


Modular logic makes the system scalable and serviceable



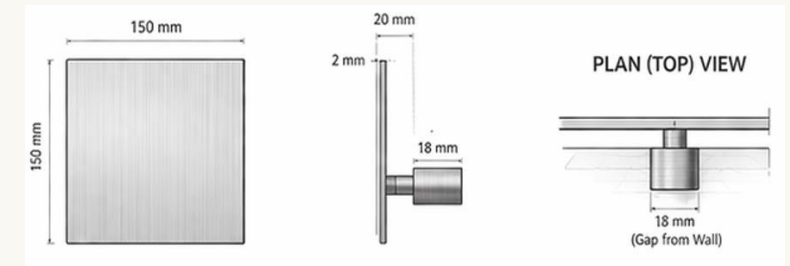
GEOMETRY

Sketches establish the unit and its behaviour in an array.



CONSTRUCTION

The luminous surface, support, and wall mounting are separated.



SYSTEM

One module repeats without changing the underlying assembly logic.

Design priorities: modular repetition / installation logic / maintenance access / integrated form and light

PARALLAX transforms flat surfaces into light architecture

PROJECT DESCRIPTION

PARALLAX is a modular LED wall system designed to turn flat architectural surfaces into dimensional lighting features. The proposal combines geometric metal tiles with integrated backlighting to create depth, shadow and visual rhythm.

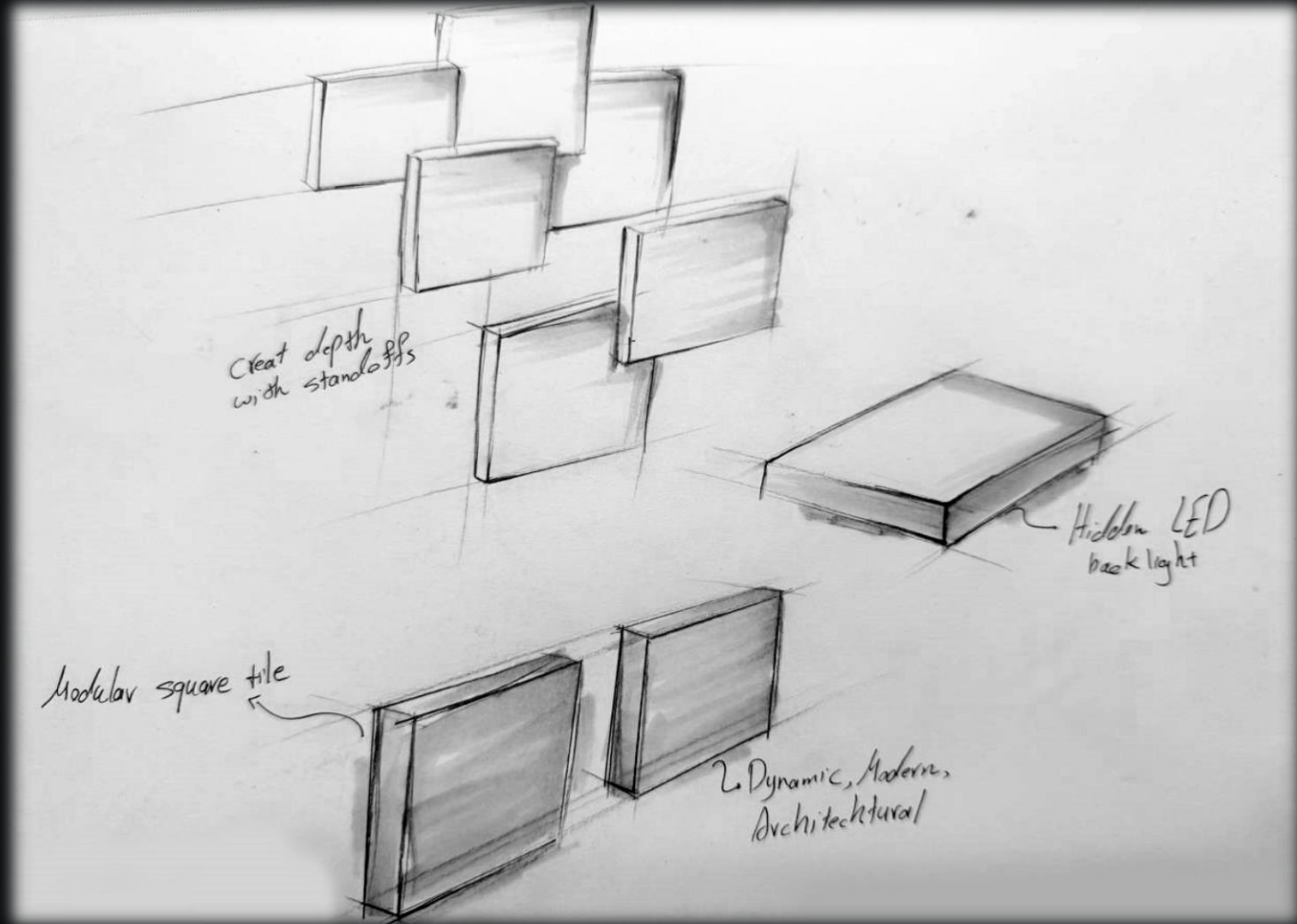
The concept prioritizes scalability, installation clarity, maintenance access and premium integration for residential, office, lobby and retail feature-wall contexts.

DESIGN VALUE

Light, structure and wall surface act as one system.



Concept development studies depth and spacing



Design objective: adaptable luminous wall composition

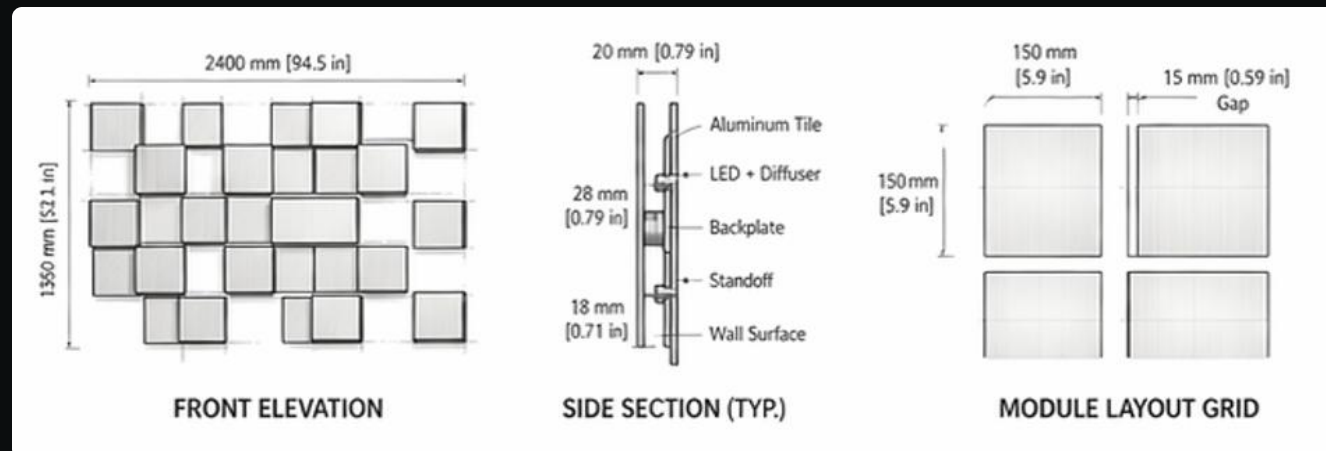
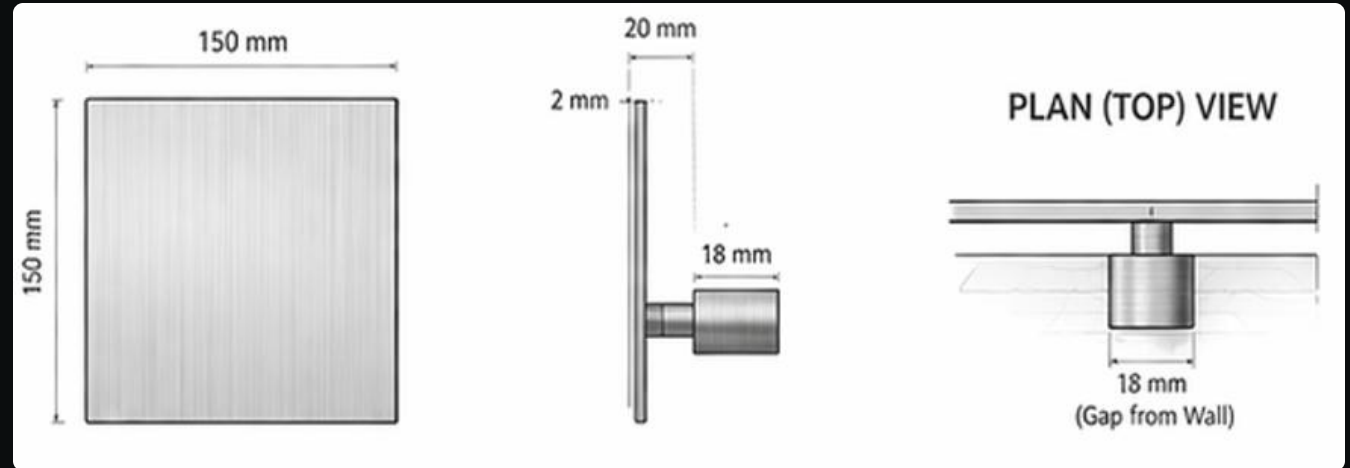
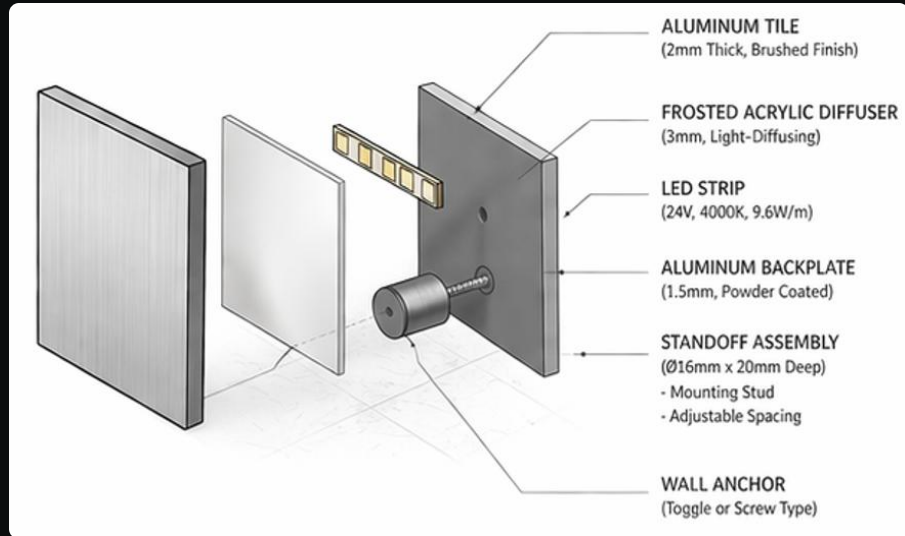
DESIGN OBJECTIVES

- Enhance architectural surfaces through modular light.
- Integrate lighting and form into one cohesive product.
- Support ease of installation and maintenance.
- Adapt to different spatial compositions.
- Maintain a clean, modern and premium aesthetic.



Floating view

Technical specifications clarify assembly logic



FLUIDFORM: construction supports the gesture



A continuous luminous line

■ Light

Silicone LED tube and diffuser form the visual gesture.

■ Assembly

Tool-free connection is proposed as a clear, simple interaction.

■ Support

A flexible structure controls the curve and carries it to the base.

■ Stability

A machined or weighted base supports the intended posture.

06

Furniture Design

Upholstered concepts, sketch development and product storytelling.

SELECTED WORK



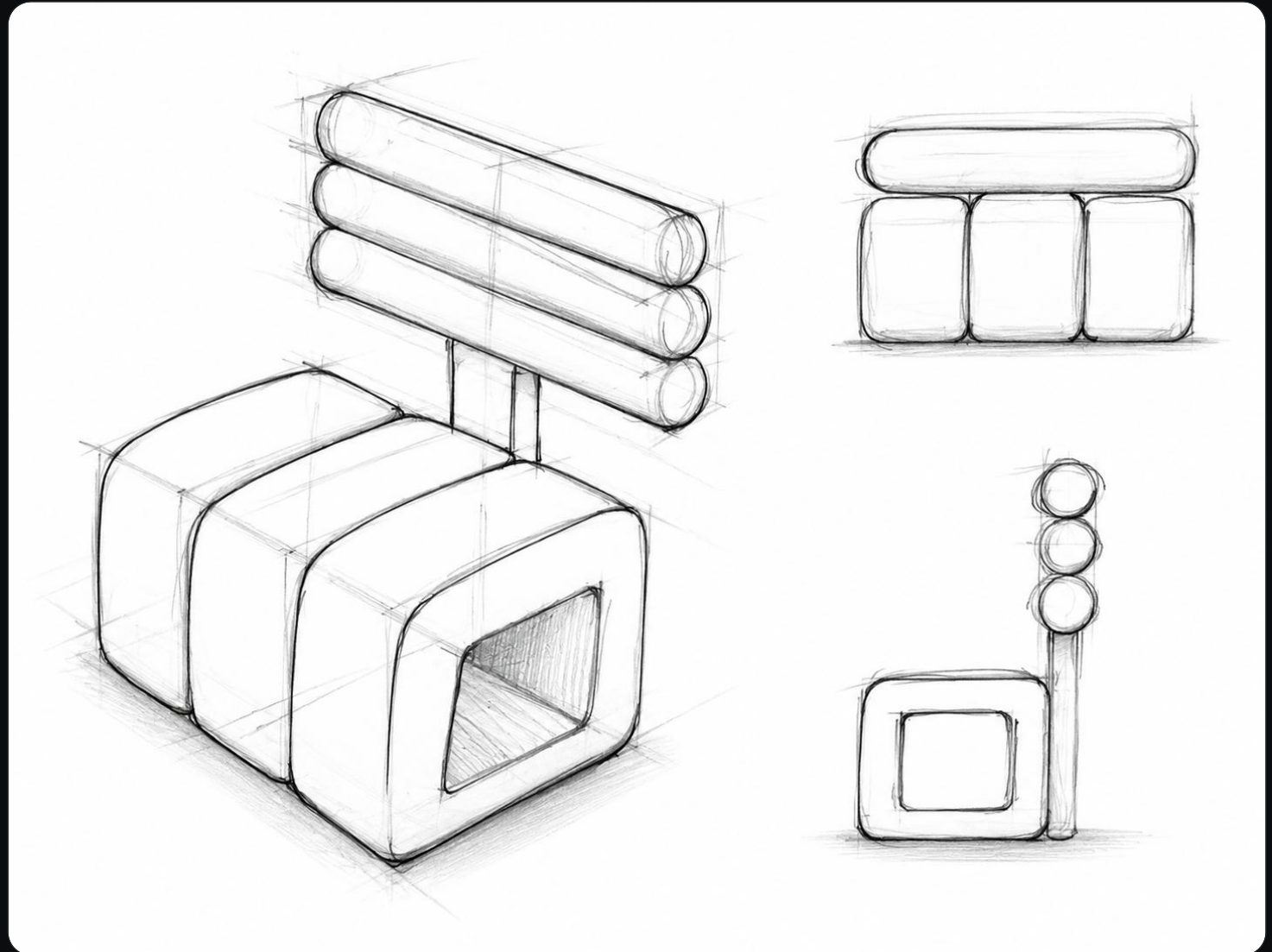
Terio Chair: ideation and form exploration

PROCESS SKETCHING

Early sketches test rounded volume, cushion segmentation and the relationship between lounge posture and visual softness.

DESIGN FOCUS

Soft modular form / upholstery / lounge proportion



Terio Chair: modular upholstered lounge concept



PERSPECTIVE RENDER

01

Terio Chair

A SOFT GEOMETRIC ACCENT PIECE

Bold in form, inviting in feel. A sculptural lounge chair that balances architectural geometry with everyday comfort, upholstered in a richly textured bouclé for a warm, modern presence.

SCULPTURAL FORM

TACTILE MATERIALITY

MODERN LIVING

TIMELESS APPEAL

*More
Than a Chair.
A Statement.*



FRONT VIEW

02



TOP VIEW

03

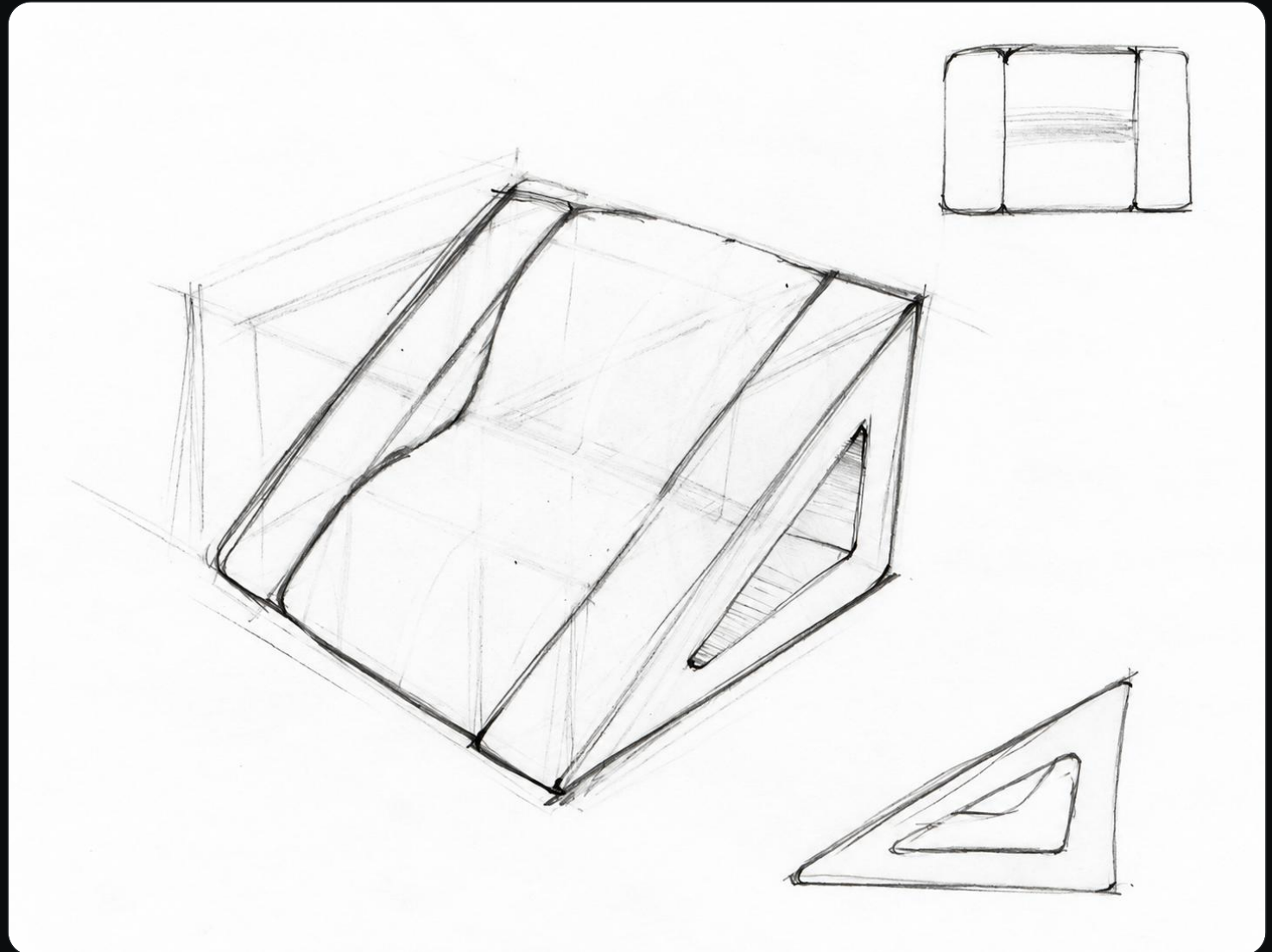
Sculptural Lounge Chair: ideation and geometry

PROCESS SKETCHING

Sketches reduce the chair to a clear sculptural volume, balancing lounge comfort with a crisp geometric side profile.

DESIGN FOCUS

Sculptural mass / ergonomics / side silhouette



Sculptural Lounge Chair: final concept and material direction



Hero perspective render

Sculptural Lounge Chair

Concept Visualization

A sculptural form that blends comfort, geometry and softness, designed for contemporary living spaces.

The lounge chair explores a bold yet inviting silhouette, where clean geometric lines meet generous cushioning. Its sculptural presence makes it both a functional seat and a statement object for modern interiors.

SCULPTURAL | COMFORTABLE | CONTEMPORARY



Front view

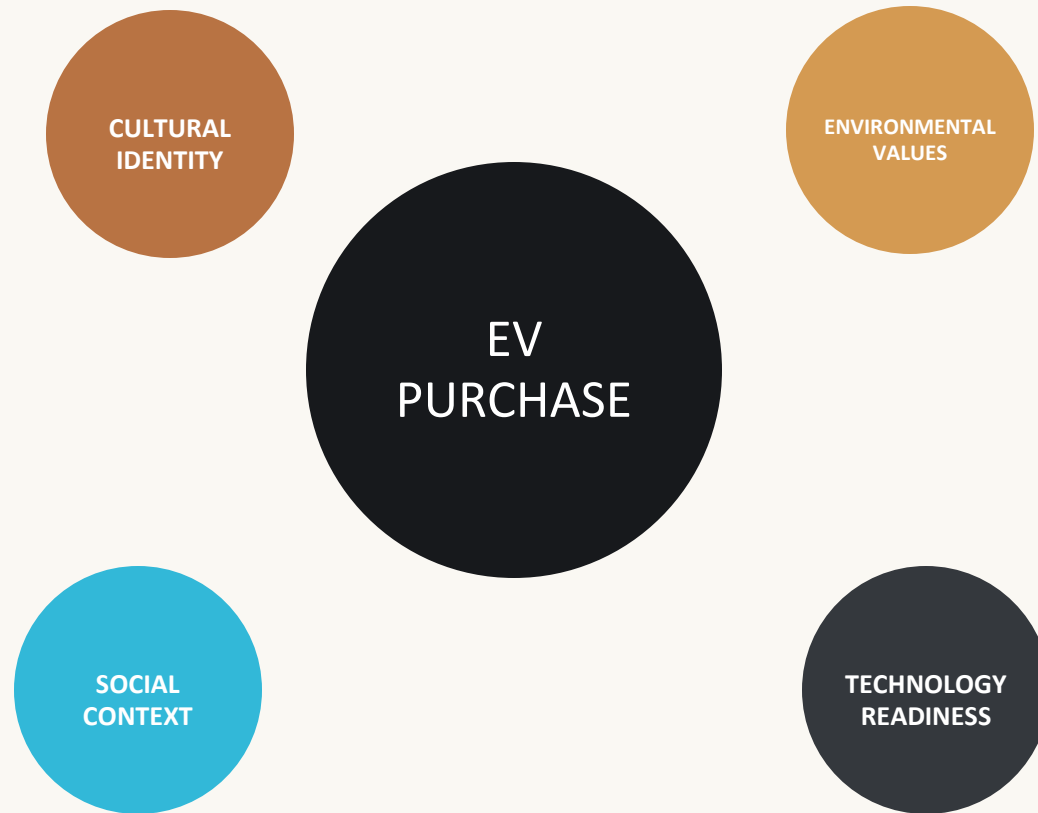


Side view



Top view

Consumer evidence for sustainable technology adoption



Electric vehicle purchase in Canada

Doctoral research - Laurentian University - 2026

Documented methods

Literature review and survey design

Quantitative synthesis and regression analysis

Ordered logistic regression and interaction analysis

Design implication

Consumers interpret technical performance through cultural, environmental, and social context.

Industry, research, and education

INDUSTRY PRACTICE

2015-2020

CMF Designer

IKCO

2016-2021

Marketing Research Analyst

IKCO

TEACHING

2023-PRESENT

Professor

Creative Design and Marketing, Cambrian College

2013-2021

University Professor

Industrial and Human-Centred Design, Azad University

EDUCATION

2026

Ph.D.

Interdisciplinarity, Culture and Society, Laurentian University

2013

Master of Industrial Design

2008

Bachelor of Industrial Design

Selected experience and education relevant to design practice.

CONTACT

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Industrial design / automotive CMF and materials
Furniture and lighting / design research and education

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DESIGN PRACTICE

Research-informed industrial and automotive design for products, interiors and material experiences.

CORE STRENGTHS

Automotive CMF
Interior architecture
Lighting and product systems
Furniture and form development

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