



## SHAHROUZ VARSHABI

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*An interdisciplinary creative professional with an emphasis in visual design and web technology. Researching, brainstorming, wireframing, user testing, designing and developing products are my specialty. When I'm not designing, I'm actively engaging and networking with others in the startup world, always looking to create the next big thing.*

## EDUCATION

**Parsons The New School for Design**  
MFA Design and Technology - GPA 3.3

Sep 2012 - May 2014, N.Y

**University College of Nabi AKram**  
BFA Graphic Design - GPA 3.8

Sep 2007 - June 2010, Iran

**University of Applied Science and Technology**  
ASS Communication Design - GPA 3.7

Sep 2004 - June 2007, Iran

## BUSINESS

**Cambridge University Press**  
Senior Designer

Oct 2014 - Present, N.Y

Lead a small marketing team in brainstorming, concept development, and design of integrated global marketing campaigns. Responsible for creating strategic, multi-faceted campaigns in coordination with Global Product Managers and local marketing teams as part of the ELT marketing communications team.

**Designedin**  
Founder and CEO

May 2014 - Present, N.Y

Founded an exclusive online platform for design students that bridges the gap between graduation and employment. Started as an MFA thesis project with over \$10,000 of seed funding and evolved to one of the most influential educational startups in New York City.

**Parsons The New School**  
Visual Designer and Web Developer

Sep 2013 - Sep 2014, N.Y

Designed promotional materials including videos, catalogs and email campaigns for the marketing department. I also designed and developed seven websites under the New School umbrella for several department.

**Viacom**  
UI/UX Designer

Jan 2014 - May 2014, N.Y

Wire-framed and re-designed Viacom's internal platform to promote available opportunities to Viacom employees in a more intuitive way. I also was a part of a brainstorming team for ideation and strategy of web banners and commercials for The Daily Show.

**Techstars**  
UI/UX and Visual Designer Consultant

Jun 2013 - Sep 2014, N.Y

Consulted ten educational startups during the Kaplan University/Techstars accelerator program to develop startup products. I conceptualized, wire-framed, user-tested, and designed most of the products from scratch, and prepared them for final pitch and demonstration. As a result four startups received seed funding from investors for further development.

**Motiph Advertising Agency**  
Founder and CEO

Jan 2009 - Apr 2010, Tehran, Iran

Founded a small design firm to provide marketing and advertising services to construction companies, and developed long-term relationships with industry influencers to receive many design projects. I later sold this company and pursued my Master's Degree.

**Medad and Pakkon Publications**  
Co-Founder and Art Director

Jan 2006 - Feb 2008, Tehran, Iran

Co-launched a publication startup to publish a series of visual activity books to improve learning for young children in school. I printed over 300,000 units and employed 16 staff. In doing so, I had the opportunity to develop my own company, the materials that were sold and distributed, and the brand materials.

**Amusement White Water**  
Visual Designer

May 2005 - July 2006, Dubai, UAE

Designed display pieces for the walls and ceilings of the Ibn Batutta mall in Dubai. I also created banners, brochures, and other promotional materials to attract business.

**Sorosh Advertising Agency**  
Graphic Designer

May 2005 - July 2006, Tehran, Iran

Designed reports and promotional campaigns for banks and financial institutions. Utilized CorelDRAW for laying out interior pages and photoshop for designing covers.

## AWARDS & RECOGNITION

**National Competition Award In Graphic Design**

Obtained the first place in provincial stage of the 7th National Graphic Design Competition in Iran.

**Official Member of International Council of Graphic Design Associations**

After some of my achievements and consideration of my projects I was selected to be a professional member of community of graphic design associations.

**Advisory Board of GraphicDesign.com**

I'm honored to be invited to be part of an amazing community of creatives.

**Selected As A Promising Top 10 Designer**

Featured as a top 10 designer in a Graphic Design National Magazine in Iran.

**NYC Media Lab Winner**

Nominated as one of the best educational startups to present a demo of my startup Designedin to 1200 NYC Media Lab attendees.

**Featured In A Book Called First Jobs**

I was reached and interviewed by an author, Merrit Watts to tell her about my first job story. She found it fascinating and published my story in her recent book.

**Kickstarter Achievement**

Raised \$10,000 from the Kickstarter community to develop Designedin, to solve the problem of unemployment and student debt in design industry, particularly in the U.S.

**The New Challenge Competition**

Won \$5,000 to conduct research for developing Designedin to decrease the number of unemployment in design industry particularly in the U.S.

**Samsung/99U Scholar**

Received funding to build a mobile app called Nonois, an app that visualizes and reports the level of noise in coffee shops in real time.

**Siggraph Candidate**

Selected to present my research paper on the impact of crowdsourcing in the design industry to Siggraph attendees.

**The New Challenge Semi-finalist**

Won \$3,000 to build a game application to teach american children about financial literacy.

**Dean Scholarship**

Awarded the Dean's Scholarship from Parsons the New School for my Master's Degree.

## TEACHING & LECTURES

**Lectured about "How to Launching Your Design Project"**

At Parsons The New School for Design, New York

**Part Time Faculty, Web Design Instructor - HTML, CSS**

Taught a semester to undergraduate level students at Parsons The New School

**Wordpress Bootcamp Instructor**

Parsons The New School

**Entrepreneurship Workshop Instructor**

Parsons The New School

## EXHIBITIONS

**Miami Beach, Florida at Untitled**

Jacob's Ladder, a performance by Shahpour Poyan, designed by me.

**NYC Media Lab**

Demo my startup Designedin at annual summit.

**Dumbo Art Festival**

TehranNYC, a series of digital arts based on my old memories.

**Tehran International Book Fair**

Exhibited my illustrations for MedadPakon book series.