



# MORTEZA POURMOHAMADI

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Rational Chaos  
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## SUMMARY

I am a multidisciplinary designer, educator, and researcher. Over the years, I've had the privilege of working with governors, academic leaders, entrepreneurs, and business owners, helping them navigate complex challenges through creativity, design, and a systematic approach.

My efforts have improved quality of life, founded a successful design institution, helped startups realise their vision, and developed products and services through strategic design and innovation.

As an educator and mentor, I take great pleasure in guiding ambitious innovators and entrepreneurs in turning their ideas into reality.

I am in love with logic, innovation, and making.

## EDUCATION

**PhD in Design Computing and Cognition**  
2008-2013 — The University of Sydney, Australia

Supervisors: Dr Rob Saunders, Prof. Andy Dong, Prof. John S. Gero  
Thesis Title: Designerly Ways of Customising

**MA in Industrial Design**  
2004-2006 — University of Tehran, Tehran, Iran

**BA in Industrial Design**  
2000-2003 — Sahand University of Technology, Tabriz, Iran

**Diploma in Mathematics and Physics**  
1996-1999 — National Organisation for Development of Exceptional Talents

## WORK EXPERIENCE

**2023-Present — The University of Sydney**

Lecturer in Design (*Current Position*)

- Teaching Interactive Product Design Studio (DECO3200)
- Teaching Entrepreneurship (SIEN6006)
- Teaching Strategic Design and Leadership (DESN9003)
- Teaching Innovation in Organisations (BUDL2902)
- Teaching Design Thinking (IDEA9106)

**2025-Present — UNSW**

Casual Academic (*Current Position*)

- Teaching Design Collaboration Studio (FADA1010)

**2020-Present — Swinburne University of Technology Sydney**

Sessional Lecturer (*Current Position*)

- Teaching Technology Design Project Unit (COS60011)
- Teaching Data Visualisation Unit (COS80025)
- Teaching User-Centred-Design Unit (COS70004)

**2023-2024 — University of North Carolina at Charlotte · Contract**

Cognitive NLP Researcher

- Engaged in NSF funded research project
- Developing tools to carry out NLP operations on the TR-registered protocols.
- Analysing TR-registered design protocols

**Business Integrator**

2018-2024 — Design Quintessence Pty Ltd, Sydney, Australia

- Facilitated company-wide management and planning meetings.
- Managed research and design of new products and solutions.
- Led the Design and Manufacturing Department.
- Planned and established the Ovation roadcase factory in Sydney.

**Assistant Professor of Industrial Design**

2012-2018 — Tabriz Islamic Art University, Tabriz, Iran

- Founded and Lead the First Iranian Faculty of Design (2015-2018)
- Established The Innovation Hub for Industrial Design Students
- Developed the Program and Content for Postgraduate Degrees and Courses
- Partnered with Multiple Industries and Institutions Nation-Wide
- Supervised Multiple Research Projects and Postgraduate Students

**Senior Advisor to CEO**

2015-2017 — Aras Free Zone, East Azarbayan State, Iran

- Advised the state CEO on innovation and startup initiatives.
- Planned and established the Aras Innovation Centre.
- Conceptualised the now-UNESCO-recognised Khajeh Nazar Cultural Hub
- Served as the Deputy Chief of Culture, Art, and Tourism.

**Research Assistant to Prof. John S. Gero**

2009-2018 — University North California at Charlotte, USA

- Created LiNKODER Software, a Design Protocol Analysis Tool
- Analysed Design Protocols and Scholarly Writing
- Developed Methods and Tools to Analyse Design Protocols

**Senior Industrial Designer**

2008-2012 — Design Quintessence Pty Ltd, Sydney, Australia

- Created company brand including logo, packaging, website, and online store.
- Designed a modular disabled access ramp for school theatre stages.
- Developed a presentation set with a lectern, plinth, and LCD stand.
- Designed multiple truss structures for exhibitions and shows.

**Research Assistant to Prof. Andy Dong**

2012-2013 — Faculty of Civil Engineering, The University of Sydney, Australia

- Built Quantitative Models of Online Freelancing Communities
- Applied Graph Theory to Analyse Innovation Networks
- Documentation and Scholarly Writing

**Lecturer, Department of Industrial Design**

2006-2008 — Tabriz Islamic Art University, Tabriz, Iran

- Managed IT and Library Bureau
- Taught BA Courses in Industrial Design
- Developed the Curriculum for the BA of Multimedia Design

### **Animator and Graphic Designer**

1998-1999 — Jahan Computer Advertising Co., Qom, Iran

- Animating Commercial TV Ads
- Designing Printed Media

### **SELECTED DESIGN PROJECTS**

#### **Australia's First Fully Compliant Modular Access Ramp**

2023 — Design Quintessence for Global Truss

#### **Internet in a Box – Portable Case for Starlink**

2023 — Algolink Roamnet

#### **Cladding Coupler for Aluminium Truss**

2022 — Global Truss

#### **Oceanarium Projection Chamber – Shark Expo**

2021 — Australian Museum

#### **Designing a Suspended Work Platform used in the Concert Hall Project**

2021 — Waagner Biro for Sydney Opera House

#### **Ovation Protective Cases Design and Production Planning**

2018 — Design Quintessence Pty Ltd

#### **Packaging Design for IZOTwin Adhesive**

2017 — Ilia Sanat Asia Co.

#### **Developing an Industrial Production Process and Machinery to Manufacture Self Drilling Hollow Anchors for Soil Nailing**

2013-2014 — Department of Industrial Design, Tabriz Islamic Art University

#### **Designing the Composite Exterior and Cabin Interior Parts for Backhoe Loader 450 Series**

2013-2014 — Gazar Loader Manufacturing Co., Tabriz, Iran

#### **Design and Branding of the Custom, Handmade Persian Carpet System**

2013-2014 — Zibaf Custom Carpets Co., Tabriz, Iran

#### **Designing a Smart Controller for Environmental Conditions of Medium Sized Hydroponic Gardens**

2013 — Personal Project, Qom, Iran

#### **Designing a Modular Disability Access Ramp for School Theatre Stages**

2012 — Design Quintessence Pty Ltd, Sydney, Australia

#### **Designing a 8m Skull Using Trussing Structure for Crusty Demons Daredevils**

2011 — Design Quintessence Pty Ltd, Sydney, Australia

#### **Designing a Modular Truss Presentation Set Including Lectern, Plinth and LCD Stand**

2010 — Design Quintessence Pty Ltd, Sydney, Australia

#### **Designing Multiple Truss Structures for Exhibitions and Shows**

2008-2012 — Design Quintessence Pty Ltd, Sydney, Australia

#### **Designing the Central Server Room for University Optical Fibres Network**

2008 — Tabriz Islamic Art University, Tabriz, Iran

**Evaluating and Improving the Acoustic Conditions in Tabriz Refinery Site**  
2007-2008 — Tabriz Refinery and Tabriz Islamic Art University, Tabriz, Iran

**Designing the Composite Exterior Parts for Ovan Backhoe Loader**  
2005-2006 — Iran Tractor Industrial Machinery Co. (I.T.I.M.Co), Tabriz, Iran

**3D Modelling and Animating Exercises for Physical Fitness Software**  
2006-2007 — Azar Raja Co., Tabriz, Iran

## **PUBLICATIONS**

### **Journal Papers:**

- **Investigating the use of design thinking in identifying wicked problems of startups.** (DOI: 10.1186/s13731-025-00513-9)  
2025 — Journal of Innovation and Entrepreneurship, Springer, Under Publication
- **The Effect of Design Expertise on Solving Different Problems: An Exploratory Study** (DOI: 10.22059/JDT.2021.323618.1057)  
2021 — Journal of Design Thinking, University of Tehran, Vol. 2, No. 2
- **Analysing the Cognitive Activity of the Brain in Creative Design Thinking**  
2018 — Journal of Cognitive Psychology, Volume:6 Issue: 2, Kharazmi University
- **Analyzing The Effect of Available Technologies on the Thinking of Product Beginner and Pro Designers Using Linkography Method**  
2018 — Journal of Fine Arts (Honar-haye Ziba), Tehran University
- **Cognitive Activity Analysis of the Brain in Creative Design Thinking**  
2018 — Journal of Cognitive Psychology, Volume:6 Issue: 2, Kharazmi University
- **Smart Clothing, From Problem-Solving to Knowledge Generation**  
2016 — Rosh-e-Fanavari, Science and Technology Incubators of Iran
- **Knowledge Mirroring in the Technology Outsourcing Context of Online Innovation Intermediaries**  
2014 — Technology Analysis and Strategic Management, Taylor & Francis
- **The Effect of Brainstorming Method on Students' Creativity in Illustration**  
2014 — Samt Journal for Education Studies, Iranian Ministry of Science, Research and Technology, Iran

### **International Conferences:**

- **Roundtable: A generative AI tool for rubric-aligned assessment marking and feedback**  
2025 Higher Education Research and Development Society of Australasia (HERDSA), Perth, Australia
- **Quantifying Differences between Professional Expert Engineers and Engineering Students Designing: Empirical Foundations for Improved Engineering Education:**  
2018 ASEE Annual Conference & Exposition, Salt Lake City, USA
- **The Network Topology of Open Innovation Freelancing**  
2013 — 19th Int. Conference on Engineering Design (ICED'13), Seoul, Korea
- **Analysis of Mirroring Hypothesis in eLancing**  
2013 — IEEE Int. Technology Management Conference, Hague, Netherlands

- Exploring the Effectiveness of Design Education in Iran Using Protocol Analysis  
2013 — International Conference on Engineering and Product Design Education, Dublin, Ireland
- Commonalities Across Designing: Empirical Results  
2012 — Design Computing and Cognition '12, Springer, pp. 265-284
- The Effect of Employing Different Design Methods on Design Cognition of Small Design Teams  
2012 — Articulating Design Thinking, Libri Publishing, pp. 73-87
- Analysing Design Protocols: Development of Methods and Tools  
2011 — Research into Design, Research Publishing, pp. 3-10
- Linkographer: An Analysis Tool to Study Design Protocols Based on FBS Coding Scheme  
2011 — 18th Int. Conference on Engineering Design (ICED'11), Copenhagen, Denmark
- CAD Software as Customisation Tools: Using FBS Coding Scheme to Understand the Behaviour of Mass Customisers  
2011 — Circuit Bending, Breaking and Mending (CAADRIA), pp. 399-408
- Designerly Ways of Customising  
2009 — Mass Customisation, Personalisation and Co-Creation (MCPC2009), Helsinki, Finland

#### **Iranian Conferences:**

- Teaching Creative Thinking to Children: Lessons from Cognitive Studies of Designers  
2013 — 6th International Congress on Child Psychiatry, Tabriz, Iran
- Forward Thinking in Design: Mental Structures and Linkographs of Design Protocols  
2013 — 2nd Basic and Clinical Neuroscience Conference, Tehran, Iran
- Designing a Modular Lighting for Hospital Rooms to Promote Patients Recovery  
2013 — Iran Lighting Design Conference (ILDC), Shiraz, Iran
- The Effect of Buildings on Sound Pollution in Tabriz Refinery  
2006 — Farayand 'e No Monthly, National Company for Oil Productions, Tehran, Iran
- Implementing the Principles of Agile Systems to Design of a Hospital for Natural Disaster Zones  
2005 — 2nd Conference on Relief and Rescue Management, Tehran, Iran
- The Role of Vocational Education in Post-Industrial World  
2004 — 2nd National Conference on Vocational Education, Tehran, Iran

#### **AWARDS AND CERTIFICATES**

Scholarship to Attend Smart@Work Spring School on Human Technology Cooperation  
2016 — Tech. Universität Dresden and Dresden's Institutional Strategy, Germany

Full Scholarship to Attend Brain Imaging Associate School  
2015 — International Brain Research Organisation (IBRO), Tehran, Iran

**Industry Funding to Redesign and Styling of Backhoe-Loader**  
2013-2014 — Gazar Loader Manufacturing Co., Tabriz, Iran

**Full PhD Research Scholarship**  
2008-2012 — Ministry of Science and Technology, Iran

**PRSS Travel Grant to Participate in ICED'13**  
2011 — The University of Sydney, Australia  
**PRSS Travel Grant to Participate in MCPC'2009**  
2009 — The University of Sydney, Australia

**Shortlisted in 3rd Iran Sculpture Biennale**  
2001 — Tehran, Iran

**Member of National Organisation for Development of Exceptional Talents**  
1993-1999 — NODET, Iran

**Certificates:**

2015 — Alumni of 1<sup>st</sup> Tehran IBRO/APRC Associate School of Neuroscience on Functional Human Brain Mapping (7 Days).  
International Brain Research Organisation, Tehran - Iran

2015 — Advanced Course on Robotic Way-finders (20 Hours).  
Azarbayjan Population of Young Workers, Tabriz - Iran

2014 — Workshop on the Principles of Scientific Writing (4 Hours).  
Tabriz Islamic Art University (Tutor: Dr BahramKasiri), Tabriz – Iran

2013 — Workshop on Teaching Methods (8 Hours).  
Office of Education Affairs, Tabriz Islamic Art University, Tabriz – Iran

2013 — Workshop on Open Access Scientific Databases (4 Hours).  
Tabriz Islamic Art University (Tutor: HoseinAtefiMaleki), Tabriz – Iran

2012 — Workshop on User Centred Design (8 Hours).  
Tabriz Islamic Art University (Tutor: Dr BijanAryana), Tabriz – Iran

2006 — Workshop on New Approaches to Teaching (16 Hours).  
Institute for Research and Planning in Higher Education (IRPHE)(Tutor: Dr Azizollah Memariani), Tehran – Iran

2004 — Workshop on Teaching Methods for Art and Architecture (16 Hours)  
Institute for Research and Planning in Higher Education (IRPHE)(Tutor: Dr AzizollahMemariani), Tehran – Iran

**Other Activities:**

2025 — Manager of the Journal of Design Thinking (JDT)  
Journal of Design Thinking, University of Tehran, Iran

2016 — Member of the Program Committee  
7th International Conference on Design Computing and Cognition, Chicago - US.

2015 — Development Manager  
Industrial Design Innovation Hub, Tabriz Islamic Art University, Tabriz – Iran.

2015 — University Liaison to Establish Aras Campus  
Aras Free Zone, East Azarbayjan State– Iran.

2014 — Member of the Program Committee  
6th International Conference on Design Computing and Cognition, London - UK.

**2014 — University Liaison**  
First Tabriz High-Tech Exhibition, Tabriz – Iran.

**2013 —Exams Coordinator**  
Tabriz Islamic Art University, Tabriz – Iran.

**2013 — University Representative in Committee for Cognitive Sciences**  
The Iranian Ministry of Science and Technology, Tehran – Iran.

**2012 — Deputy Exams Coordinator**  
Tabriz Islamic Art University, Tabriz – Iran.

**2012 — Member of the Program Committee**  
Third Iranian Students' Conference in Australia and New Zealand, Brisbane – Australia.

**2012 — Member of the Program Committee**  
Fifth International Conference on Design Computing and Cognition, Texas - US.

**2010 — Member of the Program Committee**  
First Iranian Students' Conference in Australia and New Zealand, Sydney - Australia. —