



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: Designing 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 Azarbayjan 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 1st 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. —