



# Farshad Saffari

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Possess a Valid Driving License and Personal Vehicle - Open to relocate - Italy

## Experiences

### Industrial Designer/Design Engineer - Innovation Specialist 08/2022 - Present

Eco Step Italia S.R.L, Morbegno, Italy

#### Product Development

- Core team member for developing new products, improving, or adapting existing products based on market research, user tests, and customer requirements.
- Oversaw projects and iterations, resulting in the creation of 15+ products, securing 7+ tenders, and increasing revenue by 30+%.
- Enhanced safety and ergonomics of urban-use products and production handling.
- Introduced innovative features like plastic bumpers and safety guards to protect users and containers.
- Developed mechanical interfaces for IoT integrated devices and containers, enhancing modularity, upgradability, and repairability.

#### Prototyping and CNC Programming

- Realized new ideas and products using different methods.
- Managed and operated rapid prototyping tools.
- Worked alongside workers to instruct on assembly processes and eliminate potential errors.
- Programmed Tekna 955 5D CNC machine to cut and make holes in extruded aluminum.

#### CAD and Part Design

- Utilized SolidWorks and Rhino 3D to design and develop 400+ unique parts, contributing to the production of 15,000+ units across various projects.
- Designed Molds for hydraulic press-forming Sheet metal parts, injection molding ABS, rotational molding HDPE, and thermoforming.

- Modified aluminum profiles, reducing cost and weight while retaining functionality.

#### Presentations, Manuals, and Graphics

- Prepared rendering and presentation materials, and documentation for showcasing projects to clients or participating in tenders.
- Created manuals and catalogs for all products in production.
- Designed and tested graphics for rendering or final products for public use.
- Conducted 20+ technical meetings with Italian and international customers and suppliers, using feedback to enhance satisfaction and drive improvements.

#### Technical Drawings and Bill of Materials

- Created detailed drawings for assembly, welding, bending, and various manufacturing methods.
- Developed comprehensive bills of materials and established a part coding system.

#### Working with big Partners

- Worked as manufacturer and technical consultant with the giants in industry like, Nord Engineering, Ecologia Soluzione Ambiente, KGN, EMZ, Astech, Namdal Ressurs, Silea, Ama Roma, ETRA.

**Skills:** SolidWorks, Sheet Metal Forming, Bending and Stamping, Ideation, Sketching, Rhino 3D, Rendering (Keyshot), Prototyping, 3D printing (SLA/FDM) (Preform/Orca Slicer), laser cutting and engraving (Light Burn), CNC programming (emmegi CAM PLUS), Stamp design, extrusion, plastic part design, injection molding, thermoforming, rotational molding, Photoshop, Figma, Illustrator, Office, Word, Excel, PowerPoint.

### Freelance Industrial & UX Designer 02/2021 - 12/2023

Milan, Remote, Italy

#### Dream Nest AS

- Baby Sleep Monitor and Enhancer Designing, 3D modeling, and preparing 3d models for prototypes.

#### Accessory Power

- Designing, 3D modeling, rendering for Enhance and GoGroove brands.
- 1x Headphone Stand & USB Hub combo.
- 2x Speaker Designs
- 1x Lighting Design

#### AVIBOT s.r.l.

- Designing a muscle therapy product and preparing the 3D printed prototype

#### Zymio

- Designing UX & UI modest fashion marketplace desktop and mobile website design

#### InnoBrain

- 3D Modeling, 3D Printing EEG device

**Skills:** Ideation, Sketching (Hand & Digital (Concepts)), 3D modeling (Rhino, Blender, SolidWorks, Fusion 360), Rendering (Keyshot, Blender), Photoshop, Figma, Illustrator, FDM 3D Printing (Cura, Orca Slicer), Technical Drawing.

### M.Sc. Thesis, Talent in Residence

Polifactory, Milan, Italy

- Conducting research on a haptic navigation system to improve the navigation experiences. Approaching challenges of designing wearable devices, haptic feedback, and cognitive load during navigation.
- Creating a functional prototype, programming Arduino (C++), designing a custom PCB with KiCad.

### Product & Experience Design Intern

TINKER DESIGN LIMITED, Remote, London, UK

- 3D Digital simulation and animation of product, designing app and website's UX and UI and visual communication of product Website landing page.
- Visual communication and compelling marketing outputs Design packages such as InDesign, Photoshop and Illustration, Motion graphics, video editing, and UX, UI design.

### Student Designer

Politecnico di Milano, Milan, Italy

Braun - SAES Group - Ferrero - European Space Agency

**Skills:** Ideation, Teamwork, sketching, prototyping, 3D modeling, rendering, Technical Drawing.

## Education

### MSc. Integrated Product Design

Politecnico di Milano, Milan, Italy

Thesis "Tactile Navigation Product System to improve urban life experience"

Grade: 110/110

### BSc. Industrial Design

Art University of Isfahan, Isfahan, Iran

Thesis "Smart product design to improve the everyday life of design students"

Grade: 18,71/20

## Languages

Italian  
English  
German

Upper intermediate - B2  
Advanced - C1 - TOEFL iBT 99  
Pre-intermediate - A2

## Achievements

2020 - Hack The Crisis Winner  
Canary Biometrix for diagnosing COVID-19 at early stages  
2020 - Finalist Global Grad Show for COVID-19 - LifeLine  
2020 - A'Design Award Winner  
Furniture, Decorative Items and Homeware Design, PinTheTime  
2019 - Finalist Vodafone 5G smart city and smart campus challenge  
Wellness at Work  
2018 - Featured in Global Grad Show (Dubai Design Week) - NAJI

01/2022 - 04/2022

- 3d modeling and realizing the product with Rhino3d, Blender, Fusion 360
  - Figma (User Interface) UI
  - 3d printed using Formlabs resin printers.
- Skills:** Research, User test, Rhino 3D, Blender, Figma, Keyshot, 3D Printing, Arduino, KiCad

03/2020 - 06/2020

- The final purpose of the design internship was to be on the journey of articulating a new concept, helping to raise awareness in steps for investment for commercialization.

**Skills:** 3D modeling (Blender), Animation (Blender), Rendering (Blender) Experience Design Web & App (Adobe XD, Figma).

02/2019 - 02/2020

02/2019 - 04/2022

09/2013 - 09/2018

## Soft - Smart Skills

Creativity and Innovation - Adaptation - Decision Making - Product Evaluation - Design Thinking - Teamworking - Research and Trend Finding

## Certificates

2022 - A Simple Framework for Designing IoT Products - PTC  
2022 - New Business Markets in the Internet of Things (IoT) - PTC  
2022 - Introduction to User Experience Design - Georgia Institute of Technology  
2022 - Introduction to Haptics - Stanford University  
2022 - SOLIDWORKS Sheet Metal - LinkedIn Learning  
2021 - Smart Product and City Design Certificate - INSA Lyon Spring School

2025



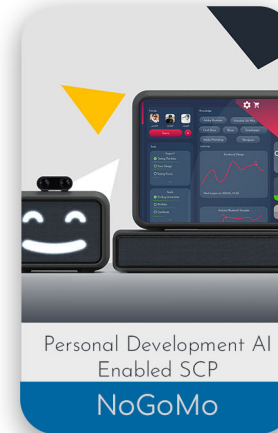
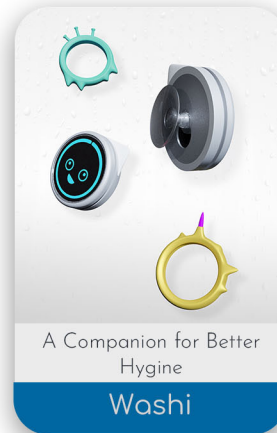
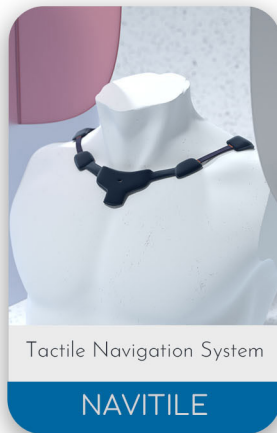
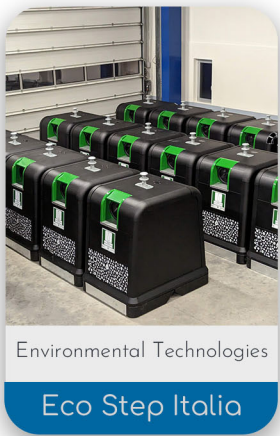
Hi!

# Design Portfolio

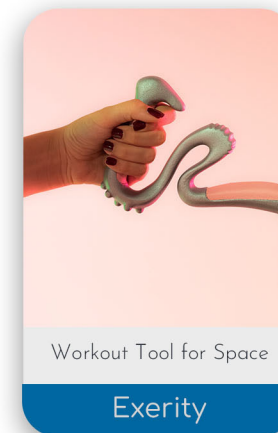
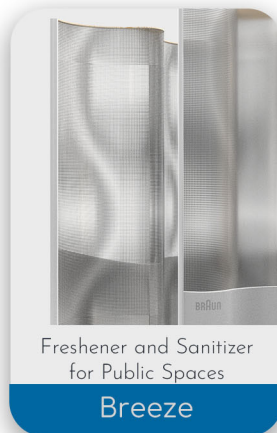
Farshad Saffari

Industrial Product Designer - Innovation Specialist





Other Projects





Environmental Technologies

Mechanized and Smart Waste  
Container Design and Production







## What I do at EcoStep?

As an industrial designer I am responsible for introducing new products depending on criteria introduced by different tenders or market needs or the problems we find in the existing products on the market.

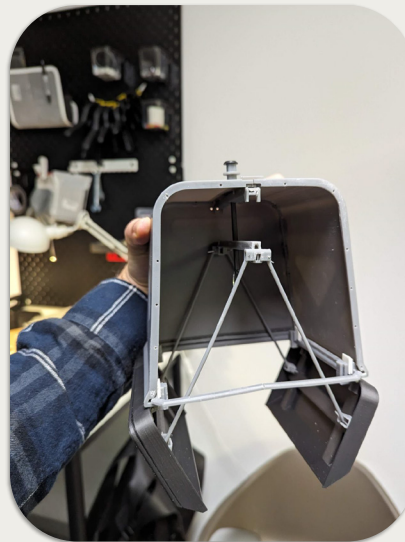
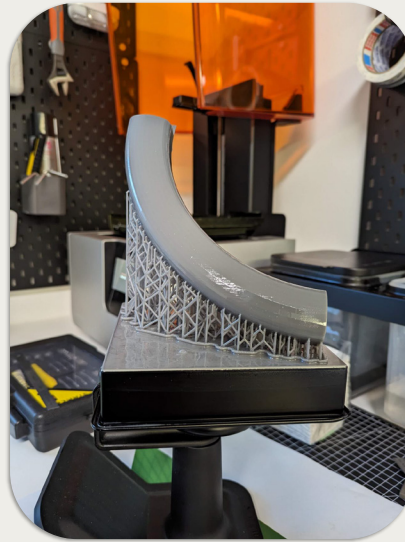
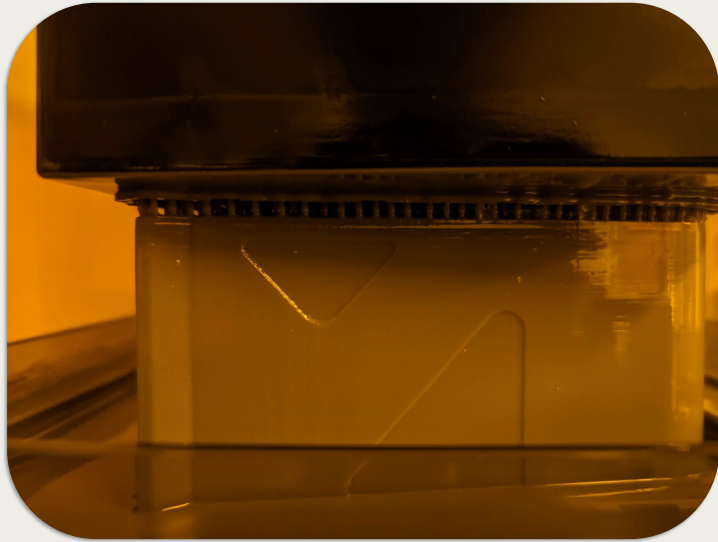
Evaluating prototypes either Sheetmetal bending, 3d prints, aluminum casting and plastic parts.

I provide files for production and instruct the operators and staff how are the products assembled and what are the necessary hardware for production.

### My Contribution:

Research • Ideation • 3D Modeling (SolidWorks, Rhino, Keyshot) • Prototyping (Formlabs Form 2, Creality K1 Max) • Production Support











## Tactile Navigation Product System

Farshad Saffari

As a talent in residence at Polifactory

Supervisor:

Stefano Maffei













## What is Navitile?

Navitile is a wearable **tactile navigation** product system that utilizes **haptic technologies** to improve the **navigation experience** in and out of cities.

As a result, this project became a **platform** for **development** of other haptic devices in different environments.

-  Reduced sensory overload
-  Improved Navigation Experience
-  Easy to learn
-  Intuitive
-  Directional Information
-  Opportunities to be used as a platform, in navigation, fitness, healthcare, and as an open-source platform for makers and researchers.

### My Contribution:

Research●Ideation●3D Modeling (Rhino, Fusion 360, Blender)●Prototyping (Arduino, KiCAD)

The project started with a deep research and study about haptics and use cases of it.

Haptics is about anything related to the sense of touch and divided into:

- Kinesthetic
- Tactile

There are several different situations to use the haptics and I have decided to focus on:

- Guidance
- Abstract Communication
- Background Awareness

Research Question:

**How** could we **improve** the **urban life experience** by using **haptic technologies**?  
I wanted to use haptics to **reduce sensory overload** on eyes and ears and improve the **urban life experience** by **removing distractions** and **concerns** related to navigation.

	Lightweight	Compact	Reliability	Low energy	Affordability	Durability	Wearability	Easy to control	Response time	Comfortability	Easy to perceive
<b>Normal Indentation</b> Servo Shape Memory Alloy Piezoelectric Micro Fluid/Air Pockets	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<b>Skin Stretch</b> Servo	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<b>Vibration</b> Linear Resonant Actuator (LRA) Eccentric Rotating Mass (ERM)	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<b>Heat</b> Peltier Elements	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<b>Electrocutaneous</b> Electro Simulation	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

## Background Research

## Haptic wearable for



### Urban Navigation

- Around city
- Tourism
- Micro Mobility



### Closed Space

- Campus
- Hospital
- Warehouse
- Office

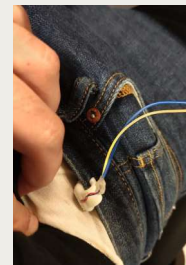


### Nature/Open Space

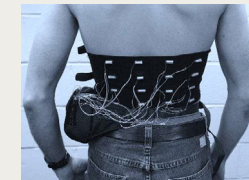
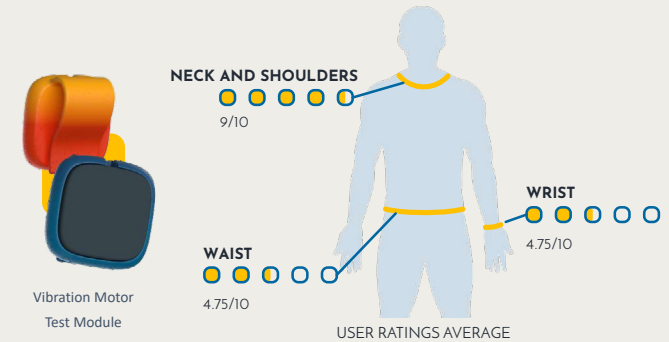
- Nature
- Hiking
- Mountain climbing
- Running

Using vibration and using ERM motors was the best choice for the Navitile according to my analysis.

To understand the best motor type and location I have conducted some **user test** and also considering the **durability** of the product, the **user experience** and **anthropometrics** we I have chosen to use neck and shoulders for our use.



User test with 3 motors - 3 location - 3 user



Previous work by others are:

- Very specific use cases
- Only Academic research
- Focus on technology and mechanics not design or the user.
- Low attention to the experience or product design

I wanted to focus more on:

- Production considerations
- Durability
- User experience

## Inspiration

The number of **tactile patterns** that human brain can handle and remember are **limited** to around **20**. According to different situations that this device could be used I have created two lists of patterns. Level 1 patterns have **higher priority** and need to be simpler and easier to learn. Level 2 patterns can use more abstract vibration patterns.

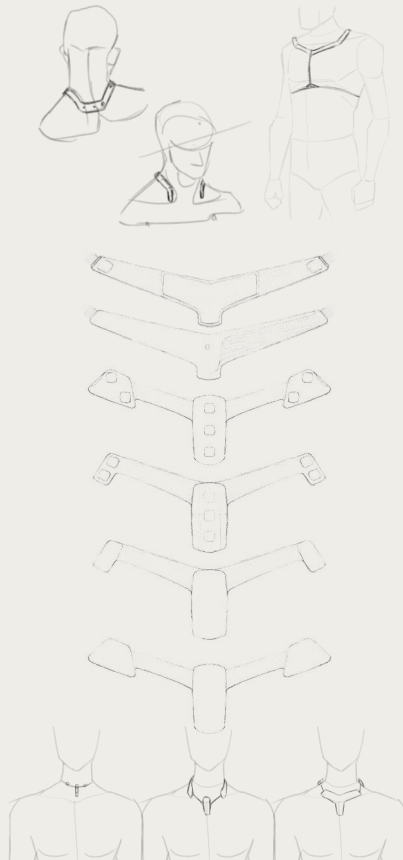
### Information to provide

#### Level 1 Communication:

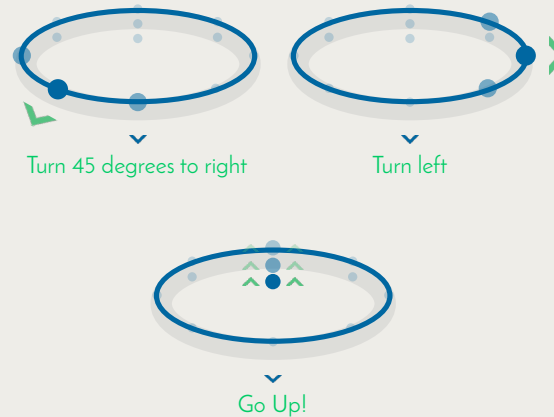
- Turn Left
- Turn 45° Left
- Turn Right
- Turn 45° Right
- Go Straight
- Turn Back
- Turn 45° Left Back
- Turn 45° Right Back
- Go Up
- Go Down
- Wrong Way
- Compass Mode

#### Level 2 Communication:

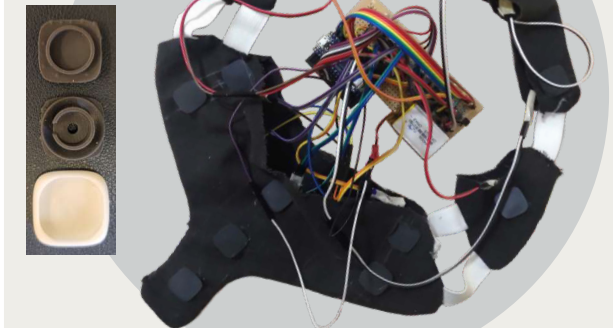
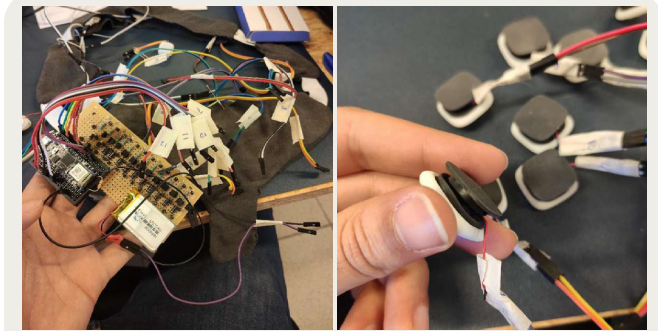
- Remaining Time
  - >20 min
  - 5<x<20 min
  - 5> min
- Continue
- Arrival
- Started
- On/Off
- Stop
- Low Battery
- Connected



8 motors every 45° as more motors doesn't improve the quality of navigation. 3 motors vibrate at the same time for simple navigation tasks to give the user differentiation points, and possibly to create haptic illusions of degrees between each 45 degrees.



## Ideation



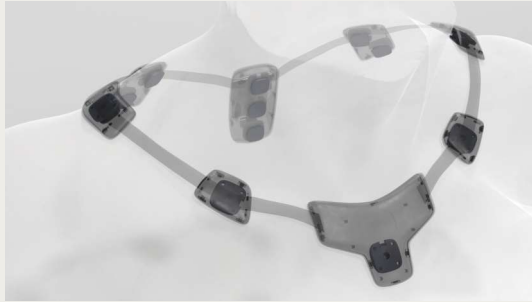
1<sup>st</sup> prototype, made of fabric, rigid resin 3D printed housings for motors, and flexible resin 3D printed to be in contact with body, have better grip and feels soft to touch.

## Implementation

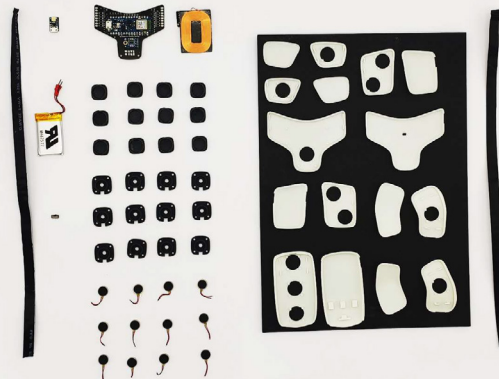


1<sup>st</sup> prototype's Weaknesses:

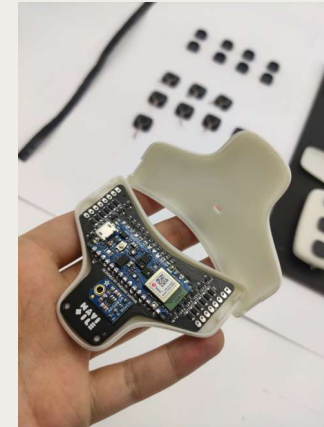
- Motors need support
- The product needs to be smaller
- Electronics need better ways to be implemented



8 rigid parts that are connected with a flat cable and fabric. It contains 12 motors, 8 each 45 degrees and 4 more on the back to create a haptic display. Each motor has its own flexible mounting case with a pad to be in contact with the body.



I have used KiCad to design a custom PCB for it and mounted an Arduino Nano 33 BLE sense. With this model of Arduino, I could also get the directional information and relative position of the user, in addition it could give us the possibility to use the gesture sensor on it to control the device.



2<sup>nd</sup> Prototype had to be:

- Minimal
- Discreet
- Representing Urban Life
- Easy to use
- Comfortable

## Implementation



#### Questions:

- I think that I would like to use this system. **3.33/5**
- The product is comfortable to wear for a short period of time. **2.67/5**
- The product is comfortable to wear for a long period of time. **4.67/5**
- The clues are easy to follow. **4.67/5**
- I would imagine that most people would learn to use this system very quickly. **4/5**

#### User test:

- 3 users
  - In campus

- 21 functions
  - 11 primary
  - 10 secondary
- 4 situation
  - Walking, sitting, navigation, single motor test

#### Correct readings

**85%**

Sample navigation  
Consisting primary and  
secondary functions

**64%**

Identifying each single motor

**79%(sitting)**

**82%(Walking)**

#### Primary Commands

- Left Back
- Front
- Right
- Right back
- Back
- Left
- Go Up
- Go Down
- Wrong Way

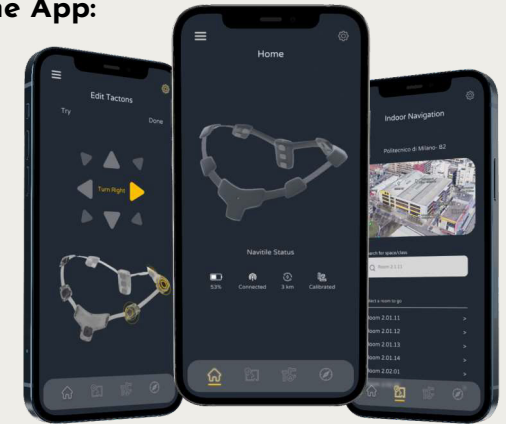


Lightweight  
fully functional  
prototype

**125<sup>gr</sup>**

Implementation

#### Phone App:



- Training
- Select navigation mode
- Choosing destination
- Edit patterns
- Device statuses
- Integration with other apps

#### Scale up opportunities

- Navigation
  - Tourism
  - Urban Safety
- Fitness
  - Personal trainer
  - Adjusting training form
  - Fitness tracking
- Healthcare
  - Correct posture
  - Fall detection
  - Body balance
- Open-Source Platform
  - Makers & researchers
  - Materials to build
  - APIs

Further development



# nale.

New sanitization system  
for circular fashion

Farshad Saffari  
Ana Maria Gonzalez  
Gloria Diaz  
Oriane Rainero  
Sebastian Gonzalez







## What is Nale?

Nale system aims at changing the sanitization system in order to extend the lifetime of our garments and save resources and time for the consumer.



Time Saving



Better care for sustainability



Necessary laundry only



Water and Energy saving



Money Saving



Reduction of Toxic agents

### My Contribution:

Ideation • 3D Modeling (Rhino + Fusion 360) • Rendering • Drafting • Prototyping • UX/UI Design



Check out the descriptive video  
<https://youtu.be/2-39UY3Yfvs>





90%



60ltr



6,7

The need for this solution comes from the identification of the following big issue: the damage of garments and excessive resources consumption due to the overuse of washing machines.



Nale system aims at extending the time between each necessary laundry by tackling the two main problems:

**stains and odours**

With Nale you can prolong the time between Laundry washes to avoid overwashing while still feeling fresh, extending the lifetime of your clothes and helping the environment.

## Design Challenge



1. Powder funnel  
2. PRE powder

3. ST pills  
4. DO pills

5. PRE Nale  
6. Charging cable

7. ST station  
8. DO Nale

9. ST Nale  
10. ST pads

11. ST brushes

PRE. is a small portable and analogue product to pre-treat garments when stained and facilitate the posterior removal. Afterwards, at home, the S.T automatic stain remover can be used to take care of stains in around five minutes.

D.O. is a simple deodorizer based on electrolised water that will refresh and sanitize your clothes fast and comfortably.

All of the products are fed with efficient natural solutions to care for the environment and leave garments ready to be back in the closet or to be worn without needing to use the washing machine that often.

The full system is supported with an app that helps to correctly manage the products and makes the user aware of his/her impact.

## The Nale System

# D.onale

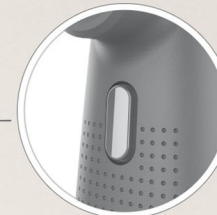
Clothes freshener and deodorizer



**Control Interface**  
ON/OFF Button  
Electrolyzing Button



**Design For Disassembly**  
Snapfit And Hidden Screws



**Spraying button**  
Continuous press for spraying



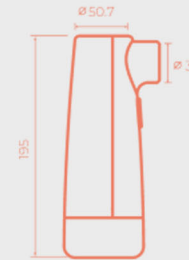
**Easy Maintenance**  
Screwable Electrodes  
Battery Access (USB-C Charge)

## Electrolysis

Water + Salts + Electricity  
Antimicrobial Solution With  
Sanitizing Effect

## D.O Nale

600  
grams



## Circular/Resistant Materials



Encasing  
PHA



Electrolysis  
Module  
Anode/Catode  
Fe/Al



Solution Container  
Recycled Clear  
Polypropylene

D.O. is one of the most relevant products of the family since it will be used on a daily basis to refresh, sanitize and deodorize garments before putting them back into the wardrobe and being able to wear them for more occasions before washing them.

It is a completely safe product that quickly sanitizes and refresh your clothes spraying electrolyzed water, without needing to achieve high temperatures. It is divided into two parts, the body and the water deposit.

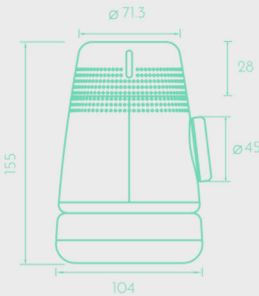
From the deposit, the electrodes, electrolyze the water and the pump drives it up the body to the spray nozzle.



D.O works with effervescent pills that are based on sodium chloride to create the hypochlorite sodium when electrolyzed. They come in a package of 90 pills, which in daily use basis means 3 months. Each of the deposit loads can be used for up to eight garments.



700  
grams



## Circular/Resistant Materials



Encasing  
PHA

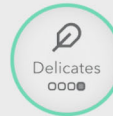
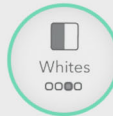
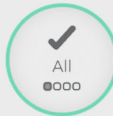


Brush  
Bamboo



Lower Restrain System  
& Solution Container  
Recycled Clear  
Polypropylene

S.T. nale mechanically and automatically gets rid of stains in about 3 minutes. It includes 4 different programs and pills and 3 different brushes to adapt to garments in the best way.



It has two deposits, one to add the pill and prepare the cleaning solution and one for rinsing water. On the bottom, the brushes can be attached and replaced to eliminate the stain by an eccentric rotation without damaging the fabric. It also includes a Restrain System to hold clothes in place centering the stain and collect the water released.

The interface provides setup instructions and allows to easily select the program using the rotational knob.

The product works with thanks to the solenoid valve that will open the solution or rinsing deposit depending on the process step, the pump will drive the water to be sprayed and the motor will turn the brush.

# s.T nale

## Clothes Stain Remover

Windows  
To Check The Remaining Water

Solution Container  
30ML Capacity  
Nozzle 0,05Lpm

Rinsing Water Container  
80ML Capacity  
Nozzle 0,05Lpm Spraying For 1,5min

OLED Screen

Body

Brush

Top Restrain System

Lower Restrain System  
Contains Drained Water



Charging System



Assembly System

## S.T Nale

# PRE·nale

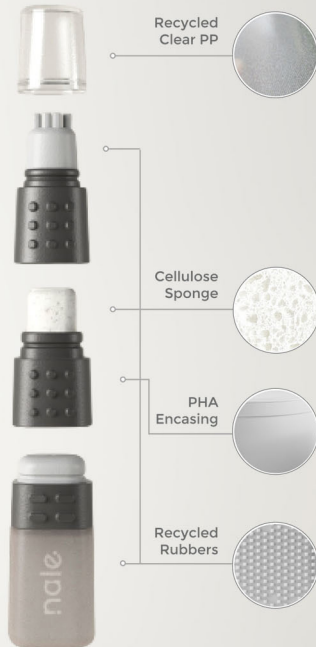
On-the-go Stain Remover

## 3-PART PROCESS

**Brush**  
Remover Debris/  
Crust From Stains

**Absorb**  
Reduce Excess Fluid  
And Help Dry

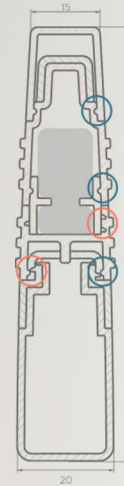
**Clean**  
Release Cleaning  
Solution



The first step to remove a stain is to pre-treat them on the moment they happen to facilitate the cleaning later. That is the purpose of PRE, a simple, analog, and portable product.

The products uses removable joints such as twist bottle necks, annular snap fits and tight fits that make it easy to disassemble and replace its components, and drive the user through the pre-treatment process.

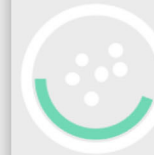
The solution in this case is sodium bicarbonate based powder, to facilitate the filling and mixing with water due to the small size of the product.



PRE. Nale

## LESS POLLUTANTS

## LESS RESOURCES



**47,99%**  
Microplastic  
**4727771**

Millions of particles



**47,75%**  
Detergents  
**886 T**



**46,72%**  
Energy  
**25855 MW**



**47,70%**  
Water  
**4432 ML**



We have compared the S.T and D.O performance with a general washing machine cycle to see the impact it can have if the 15% (early adopters) of people who live alone in Italy use Nale. D.O is using less than 2% than a washing machine. We would not be releasing any microplastics and we would be reducing the detergent use and time to less than half.

Impact

# APP·nale

Connecting the system

Connectivity

Nale APP



APP Nale

An important point on the system is the Nale App. It was created with the following key points and goals in mind:

Establishing a connection between the user and the products in order to make them aware of the impact they can have by changing their cleaning habits.

Gathering information about the cleaning and sanitization habits to provide it to third parties.

Providing access to all the information about the products in order to solve all the possible questions or issues and ensure the correct use of them.

Facilitate the purchase of the devices, the maintenance, and the hiring of subscription models to increase the revenue and make the system use smooth.

Encourage the relationship between the users creating a user community where to exchange information and experiences about the system.

Give access to complementary information about sustainability and clothes care aiming to raise curiosity and awareness.

To make the user aware of his/her impact and encourage the use of Nale we have set an achievement/reward system. By using the products, you can see the resources you saved compared to a washing machine, the things you could achieve with that savings, like lighting up your room for a week, and receive discounts and promotions when accomplishing the achievements.



Clean it, save it, nale it.



2020

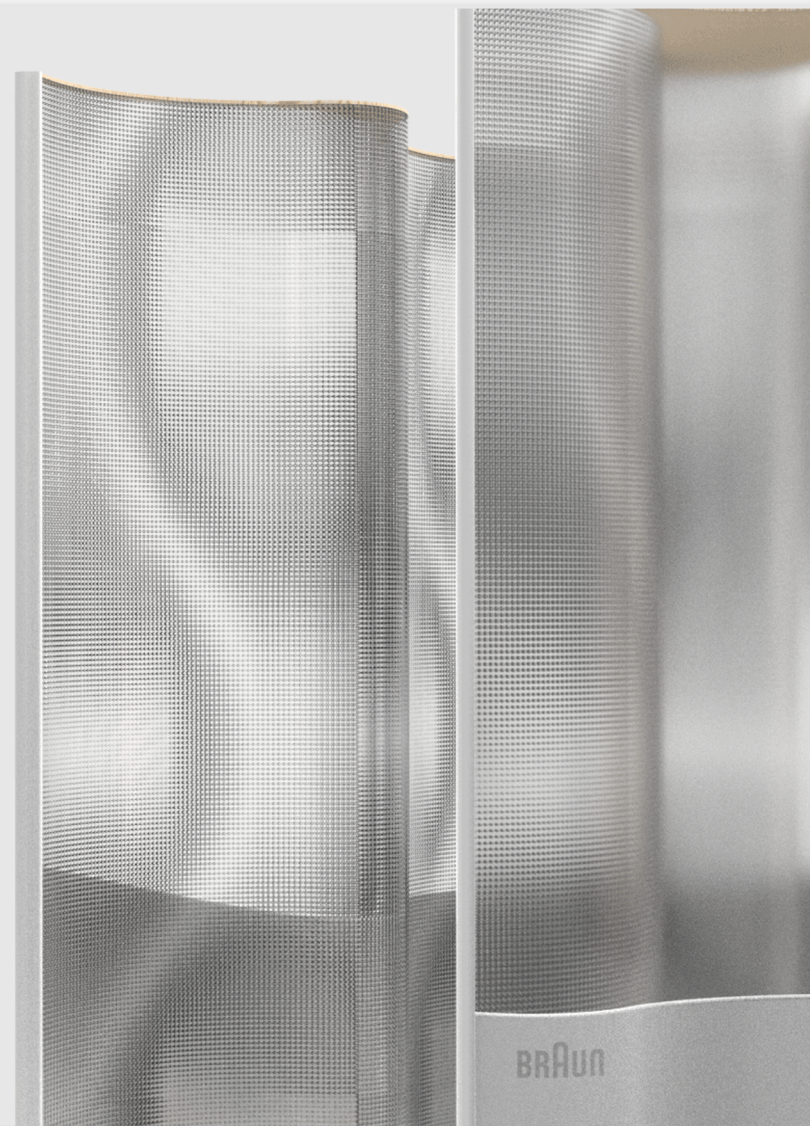
# Breeze

## Refresher in Public Spaces

Farshad Saffari  
Alessandro Fasano  
Caterina Castelioni  
Hannah Roche

# BREEZE

Find your freshness.



BRAUN

DēLonghi Group

**BRAUN**



**POLITECNICO**  
MILANO 1863



## What is Breeze?

Breeze is a walk-through device which can be installed in different public spaces like airports and shopping malls, to let the people who pass through it feel a refreshing breeze on their skin and feeling ready to continue their day.



**Touch** a gentle breeze



**Smell** clean cotton sheets



**Color** smart glass will give users privacy

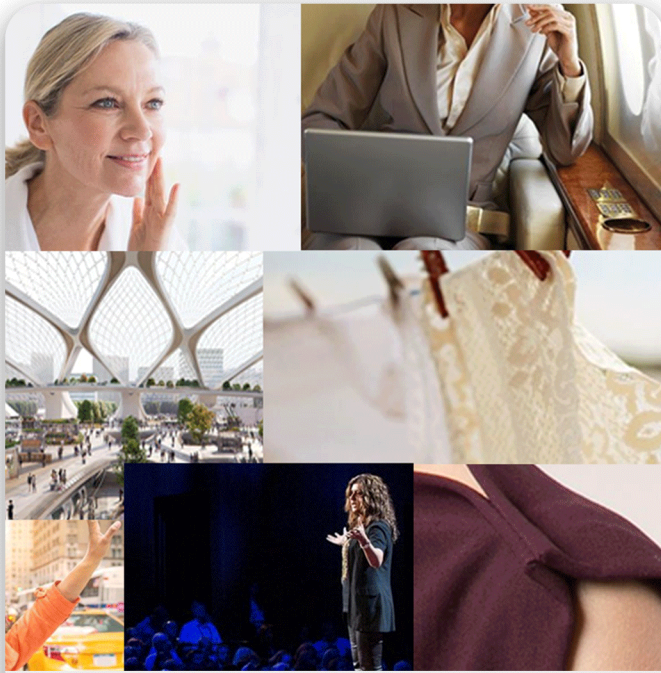


**Sound** of a gentle wind in the forest

### My Contribution:

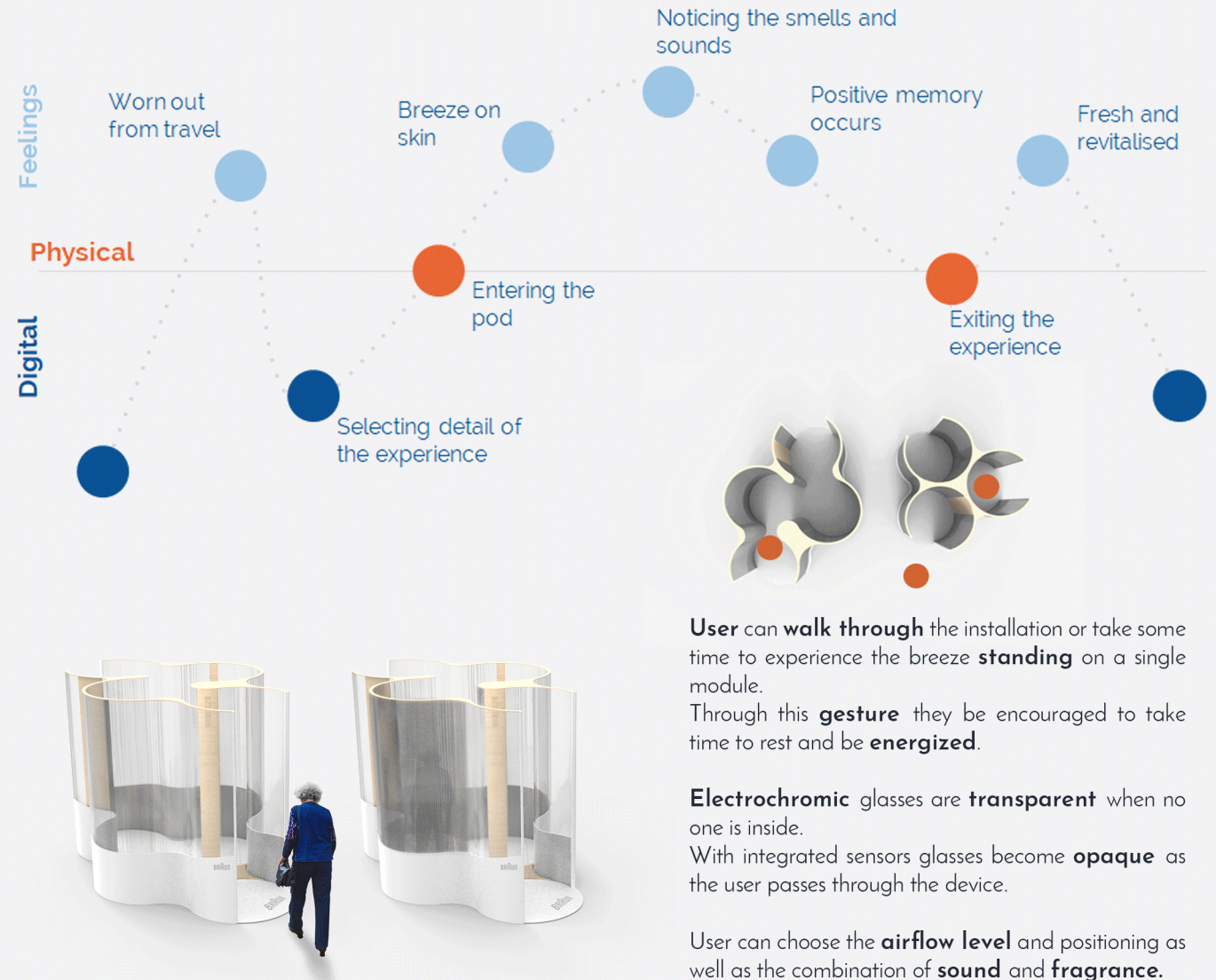
Ideation • 3D Modeling (Rhino + Grasshopper) • Rendering





Design for wellbeing starts with understanding the positive experiences in personas life and selecting one of them and deepen our understanding of it and extracting the meaning of the positive experience. Then we recognize the persona's psychological needs and find out the materials and skills which engage in this experience.

## Design for Wellbeing



## User Journey and Experience





**Double layer with holes** in glass forces the air and creates the path



**Fans** are hidden on the lower part to create indirect ventilation



**Diffuser** spread a comfortable fragrance  
**Speakers** dip the user into a memorable soundscape

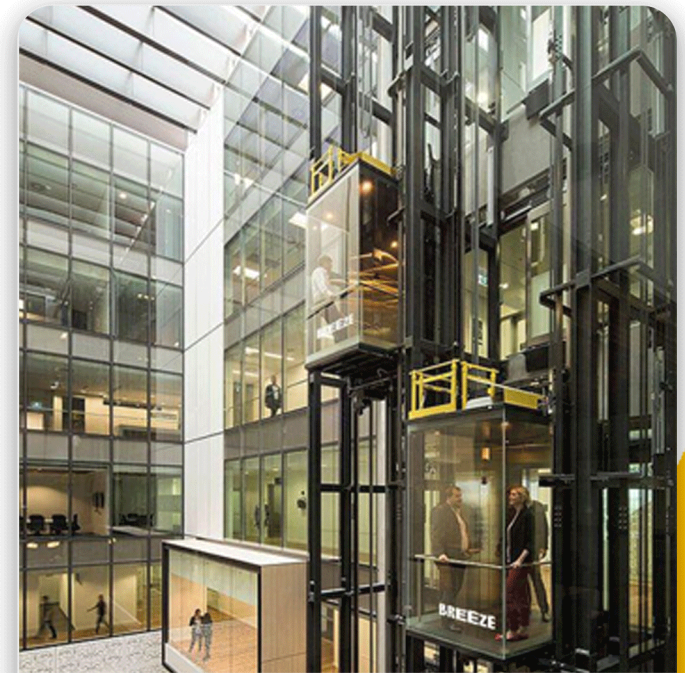


## Components



Creating **valuable partnerships** with brands in order to further the Breeze experience and audience

## Customization



For the future implementation of this positive feeling of freshness and cleanness, we can envision Breeze integrated into different buildings structures and in autonomous cars to:

**Seamless choice** of combined sensations

Possibility to **share** the experience with other users

**Cleanness** and **sanitizing** purpose

## Future Scenario



2019

# WAW

## 5G Well-being Monitor

Farshad Saffari  
Ilaria Tarozzi  
Fabrizio Tropea





## What is WAW?

WAW is a service to let people be healthier in all workplaces, which has a 5G connected device to monitor their well-being. This project developed during the Vodafone 5G Challenge for Smart City and Smart Campus in 2019. The aim of this hackathon was exploring the design potential of the 5G network.



5G

Smart 5G connected product service



Productivity

Improve work experience and productivity



Well-being

Physical and mental wellness



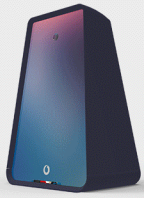
Satisfaction

Improve personal satisfaction and efficiency

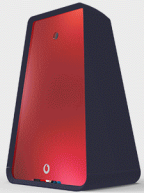
### My Contribution:

Ideation • 3D Modeling (Rhino + Grasshopper) • Rendering • Programming (Python + C++)(RaspberryPi + Arduino)

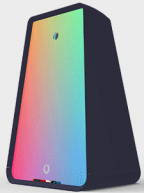




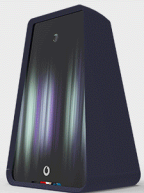
Standby



Bad Posture  
Image Processing and  
Machine Learning



Break Reminder



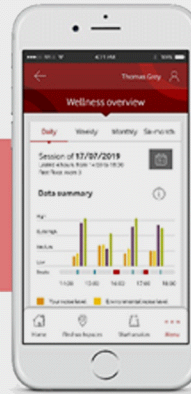
Noise Level



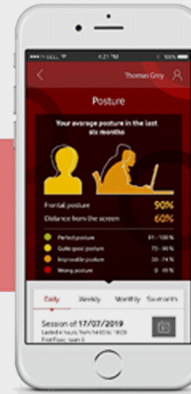
Light Level and  
Temperature



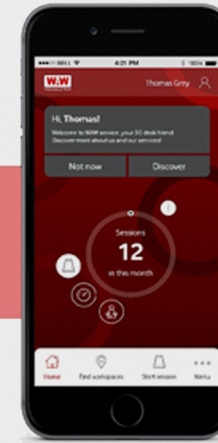
## Functions



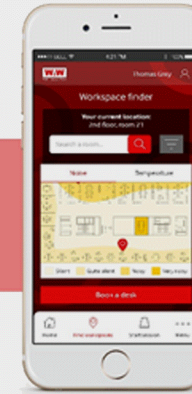
Wellness  
overview



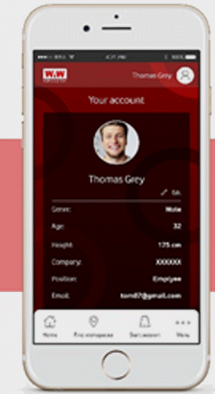
Posture



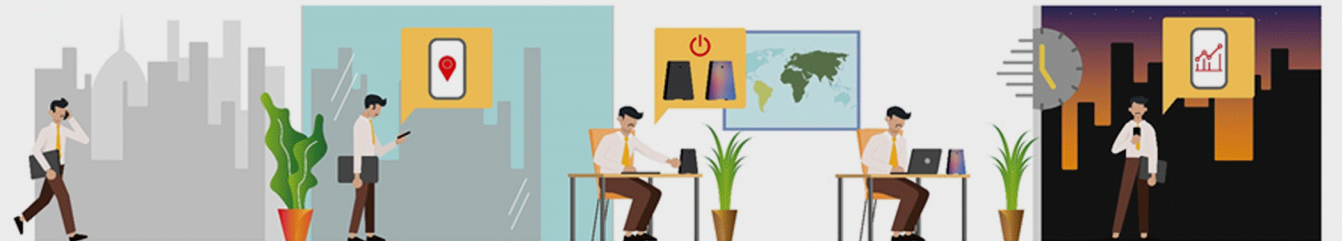
Homepage



Workspace  
finder



Private profile

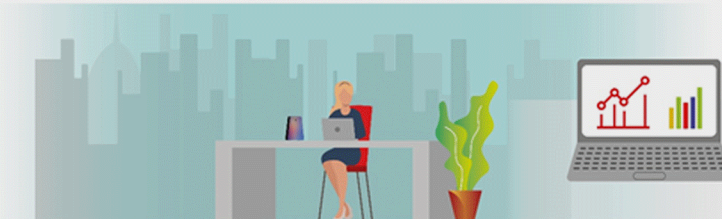


01. The employee goes to work

02. He searches a free desk, suited to his needs

03. He turns on WAW, connects his APP and starts the work session

04. He can see his data collected in the APP at the end of the session

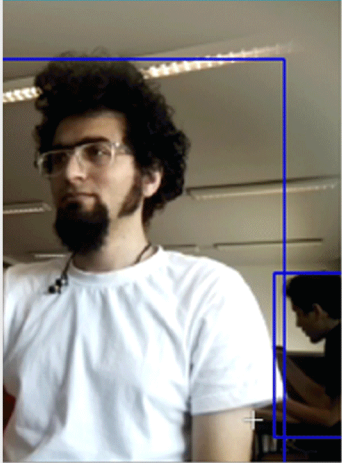


In the meanwhile, the company can see the average data collected by all the devices, useful to avoid wasting energy and to guarantee the employees wellness.

## Mobile App and User Journey



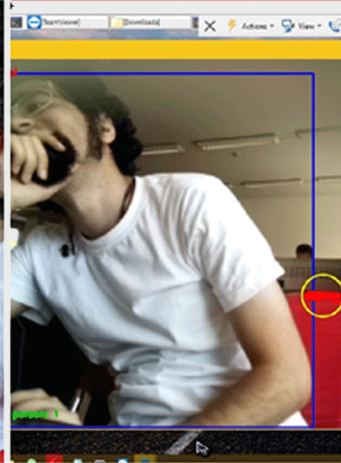
1A. THE CAMERA DOESN'T  
DETECT RED COLOR



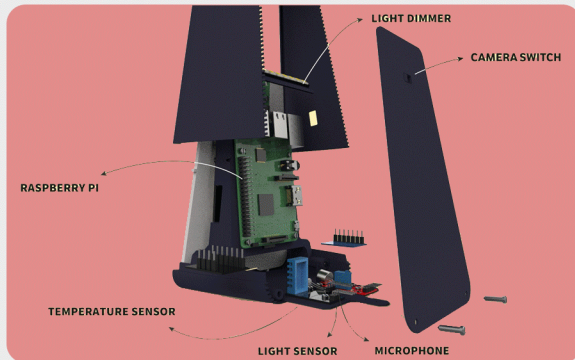
1B. THE LIGHT IS BLUE



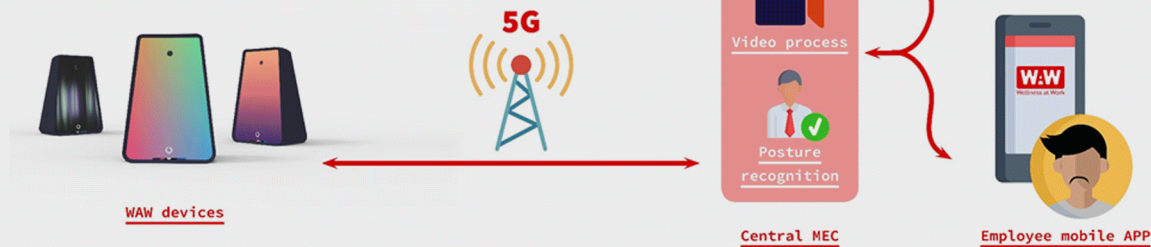
2A. THE CAMERA DETECTS  
RED COLOR



2B. THE LIGHT IS RED



For prototype and testing the idea we used a RaspberryPi and Image Processing with Python to recognize a color behind user as sign of bad posture.



## Prototype and Architecture



## Photoshoot



# Washi

A Companion for Better Hygiene

Farshad Saffari  
Ana Maria Gonzalez





washi



## What is Washi?

A friendly companion that prompts behavioral change and allows the whole family to build better hygiene and water usage habits.

Hand hashing is said to be the #1 tip for pre venting the spread of virus and bacteria. While this seems like a simple activity, it is usually not done properly and for the right time to make it effective, in fact according to studies about 97% of people wash their hands incorrectly.

With a friendly display and customizable covers, it is a product that adjusts to both adults and children. Its technical simplicity gives it potential to be used in homes and public places like schools as a hygiene educational tool.

To provide a solution to this situation we crea ted Washi, a waterproof attachable device that helps people build hand hygiene and water saving habits by using nudge techniques that induce be havioral change, Washi works by using proximity sensors, time tracking, and easy to understand visual cues and feedback.

### My Contribution:

Ideation • 3d Modeling (Blender) • Rendering



Check out the descriptive video  
<https://vimeo.com/425287137>



2016

# PinTheTime

## Planner Clock

Farshad Saffari  
Zahra Ghiasi  
Hossein Farsi







## What is PinTheTime?

We do not look at the clock just to know the time; by looking at a clock we review the tasks that we have to do in a day at specific times in a day. All of us had experience of using a piece of paper to write down the obligations we have to do in a day, but many times we fail to do all of them; moreover, we forget to do them. It is a soft round clock covered with felt, with the use of pins and paper you can pin your tasks on it on the desired time of day. With PinTheTime you will never miss an appointment or task to be done again.



### Analog not Digital

Using analog methods to reduce distraction with digital devices.



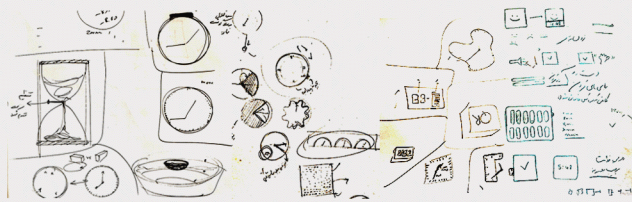
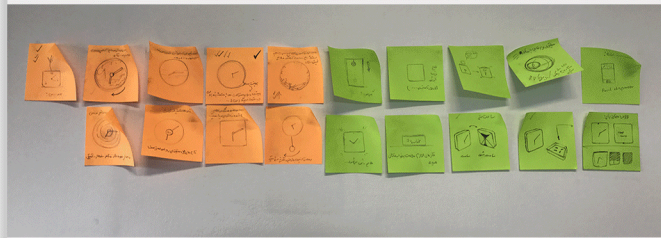
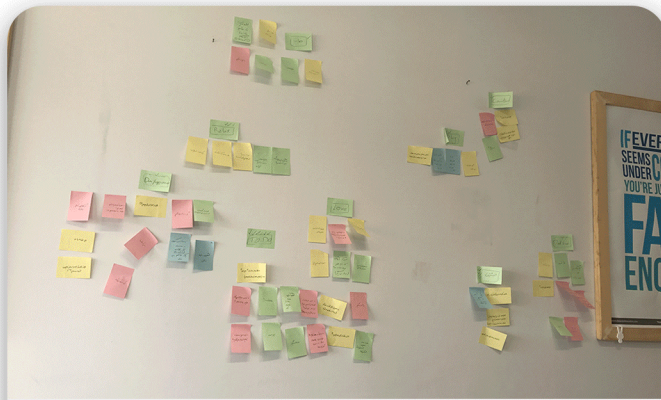
### Planning

Having a plan and knowing what is your next task today makes you confident.

### My Contribution:

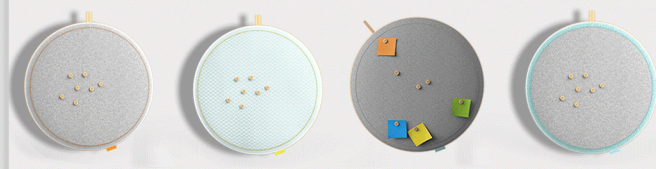
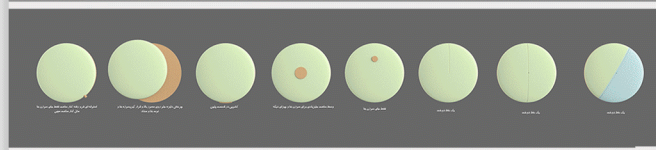
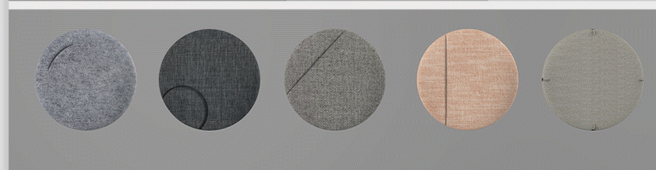
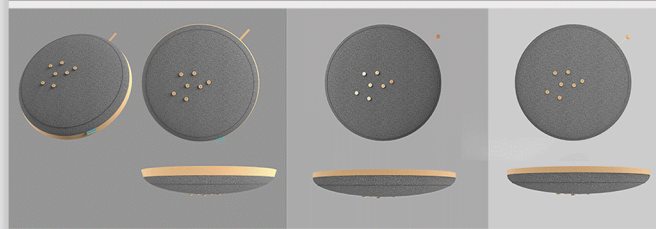
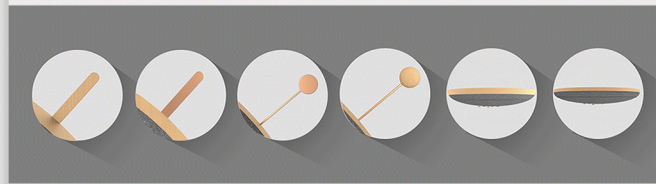
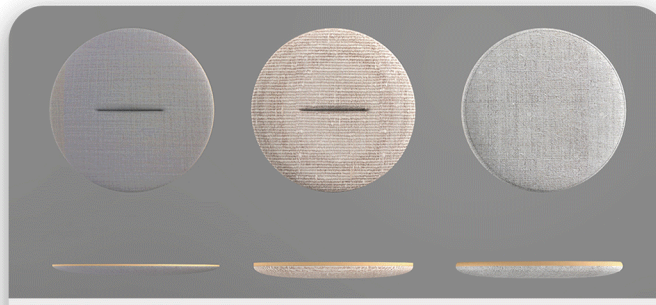
Trend Research • Ideation • Mechanical Design • Prototype





PinTheTime developed through trend haunting and market researches to be presented in galleries. We tried to approach the meaning of time and the feeling about time and hours more than the number that we just read and we look through the meaning behind time and to-do lists.

## Ideation



## Development



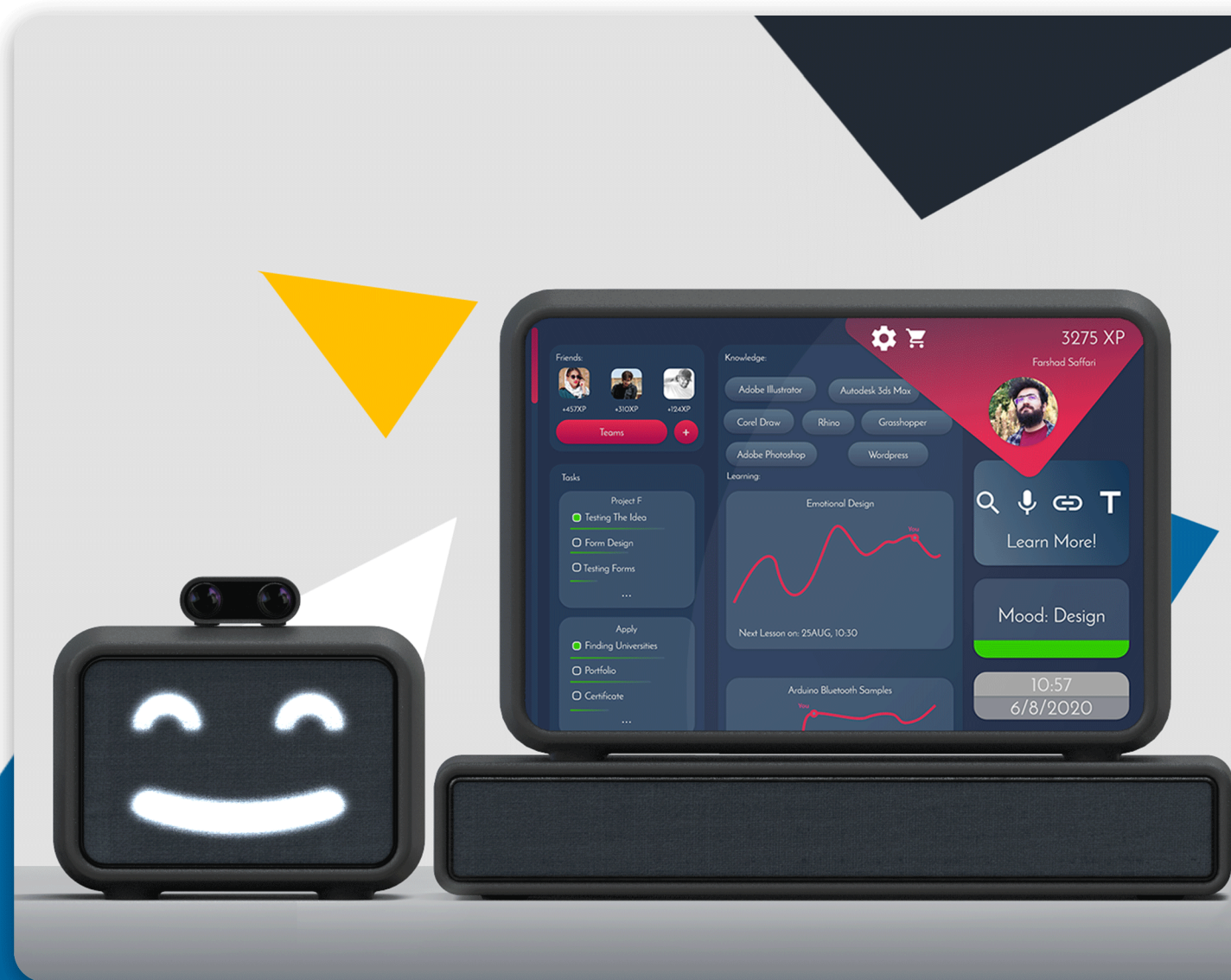
## Prototype and Feedback



2018

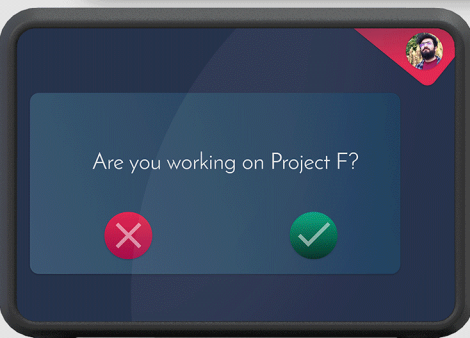
# NoGoMo

Personal Development AI  
Enabled SCP  
Farshad Saffari



دانشگاه هنر اصفهان  
Isfahan University of Art





## What is NoGoMo?

NoGoMo is about to help students to learn better and more, help them to plan their life and reach their goals and help them to be motivated and concentrated on the tasks they are about to do. It is designed after various iterations. About 40 different students participated in participatory design sessions, interviews, brain type tests and voted for the best ideas.

### Knowledge



Keep track of what you learn and yourself up to date with NoGoMo's suggestions and training. Tell, type, or select what you learned to NoGoMo to let him know more about your knowledge.

### Goal



Set goals, and with the help of AI understand what the steps are you should take to reach your short term and long-term goals. Moreover, schedule your life based on your skills and the future you want to have.

### Mood



By taking advantage of IoT, we can enhance the user's learning experience and also break time. NoGoMo can optimize the environment according to the user's mood to help him achieve the most he can.

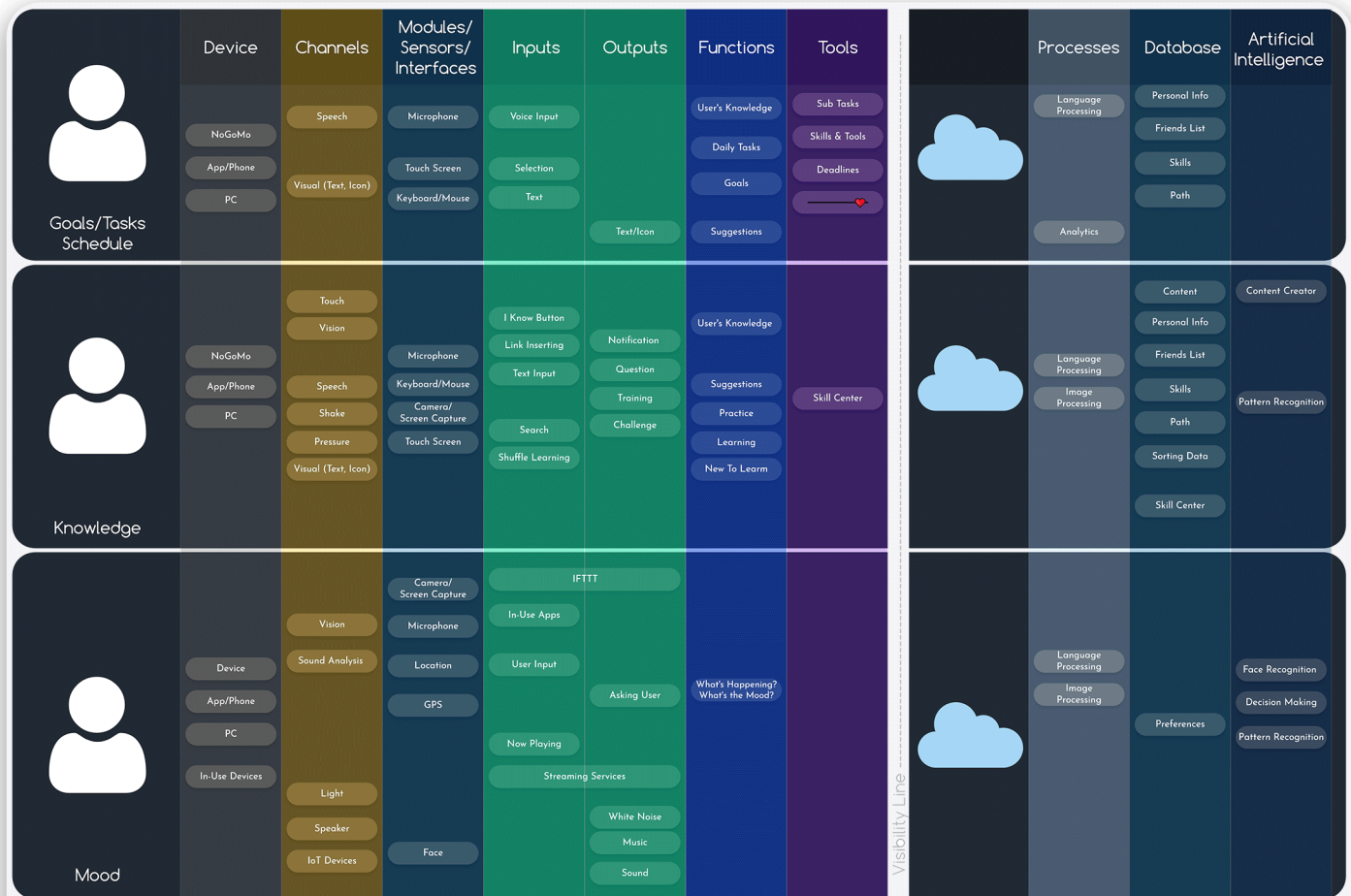
### My Contribution:

Reaserch • Interview • Ideation • 3D Modeling • Rendering • UX and UI • Team Managment





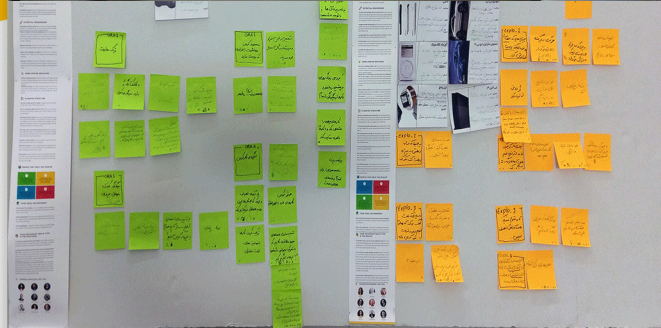
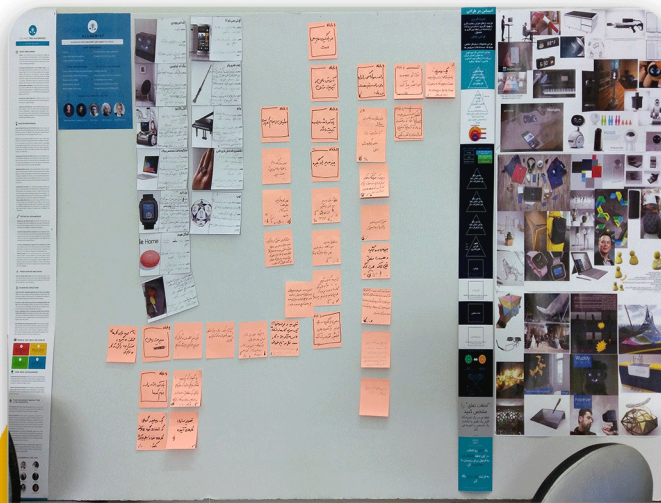
## Modules and Interactions



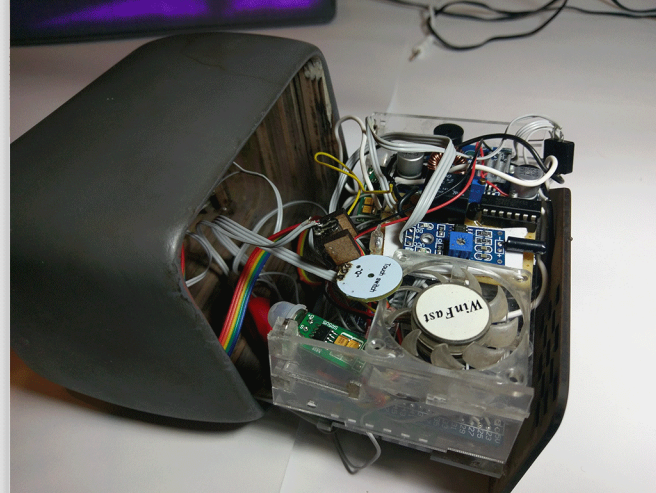
NoGoMo integrates different services with its services and creates a system for better learning. It gets info from the users by speech, type and selecting predefined info, user can shake the Wuddy to learn new things, or press Wuddy if he is tired, or caress it to input new learning or ask questions with speech. With using different AI technologies NoGoMo can keep track of user's learning and the sources and also come up with training and suggestion to help the user to improve skills over time. More than that create the best environment for learning for each user.

## Workflow





Participatory Design



MYCROFT AI

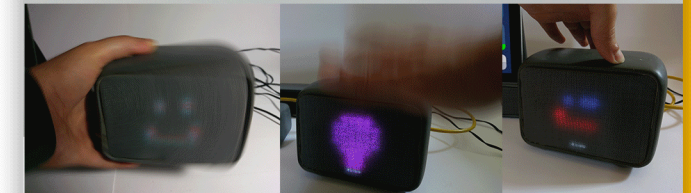


Raspberry Pi



ARDUINO

Prototype



Some functions of NoGoMo has been prototyped and evaluated. As the user sits in front of NoGoMo it senses him and starts learning session with a smile. With this smile, the user feels more concentrated on his work, because of feeling observation. The user can also ask questions about different topics and it gives audio feedback. It could sense touch, vibration, and pressure and give vibration feedbacks too.

Test



# Exerity

## Workout Tool for Space

Farshad Saffari  
Edward Rossi  
Caterina Castelioni  
Greta Vergani  
Alberto Pezzeti  
Victoria Emond  
Erin Lee





# EXERITY

A flexible system able of adapting to the most varied situations and needs to bring fitness to every place and in every moment



## What is Exerity?

Exerity is an exercise tool for astronauts to help them to improve blood circulation in their body by stretching and massage.

Inspiration is space, but it can also be used on earth for rehabilitation, gentle exercise, and fitness tool.



### 3D Printing

Possibility to print one's 3d object directly in ISS.



### Materials

Free choice of the material to allow total customization on the space object



### Dimensioning

Designed to adapt to the user's ergonomic dimensions perfectly



### Level Training

Diversity in elastic band resistance to

## My Contribution:

Research • Ideation • 3D Modeling (Rhino + Grasshopper) • Rendering

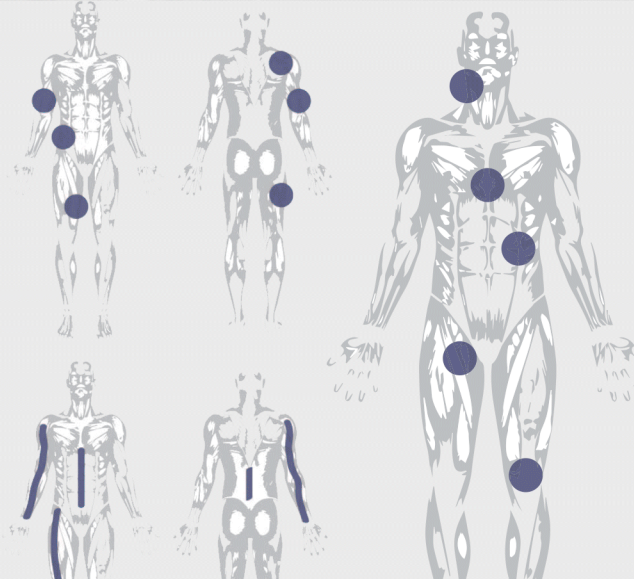
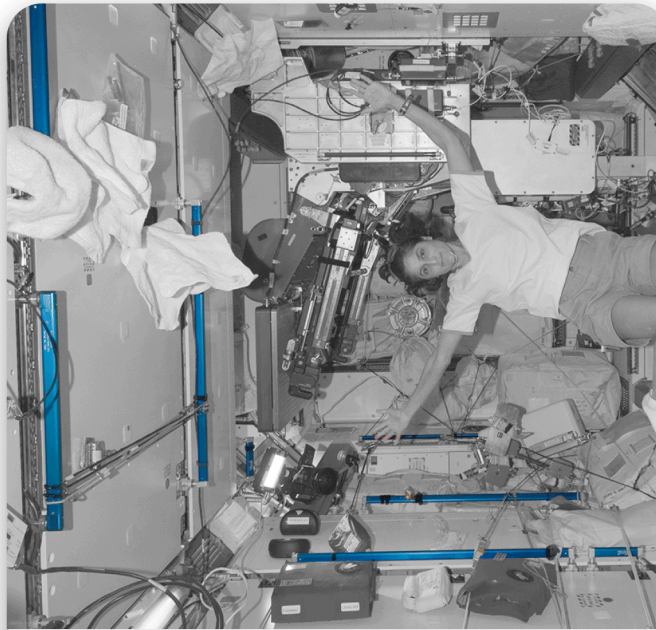


## Vision

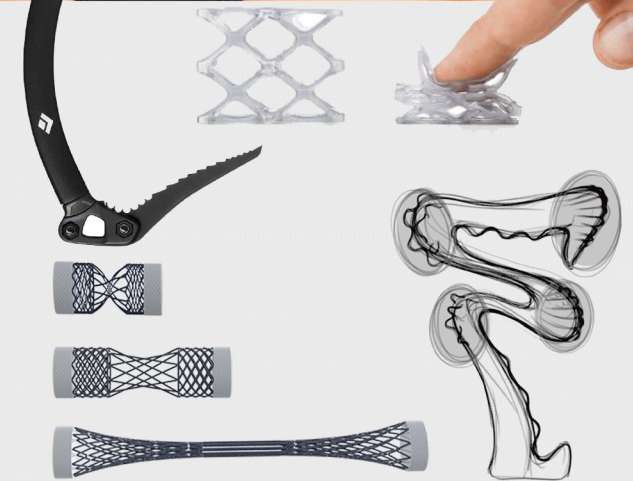
A shift of meaning for understanding sport in ISS context: from mandatory activity to flexible and enjoyable exercises, adding more possibilities to use.

## Mission

A solution carefully designed to add variety and pleasure to training sessions in the ISS by focusing the muscles in a different way than the usual one and adding a relaxing meaning.



## Analysis



Exerity has some **bumps** which enhance the massage experience.

**Hook** shape Exerity gives it the ability to hold on bars in the space agency.

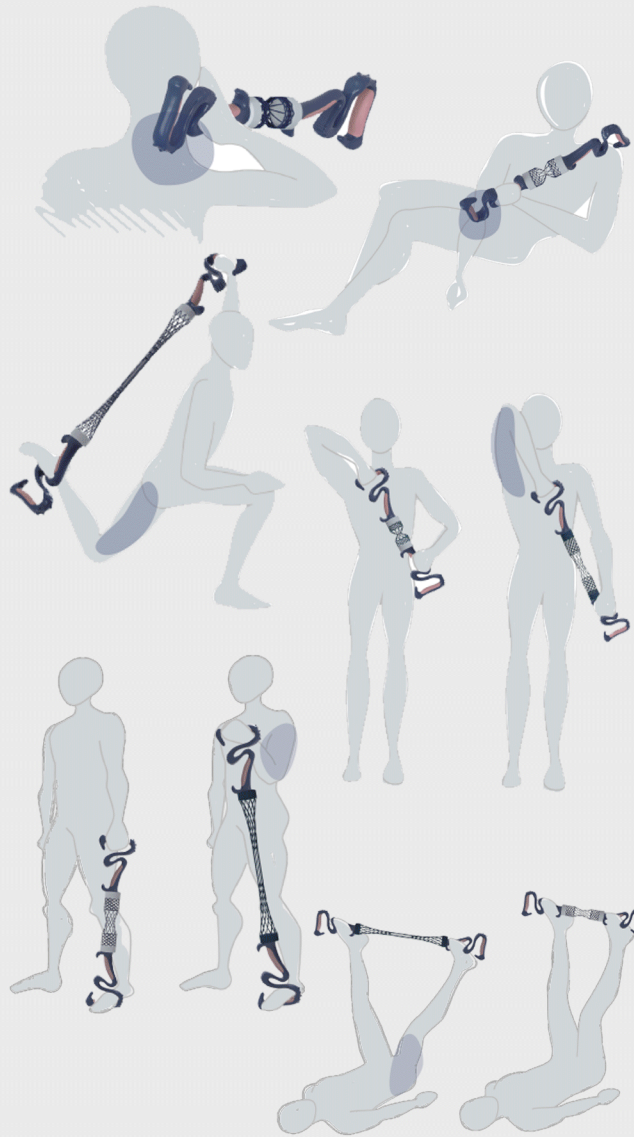
Inspired by the **auxetic structure**, we designed a shape composed of several filaments that enable the product to be twisted and extended.

## Inspiration & Idea

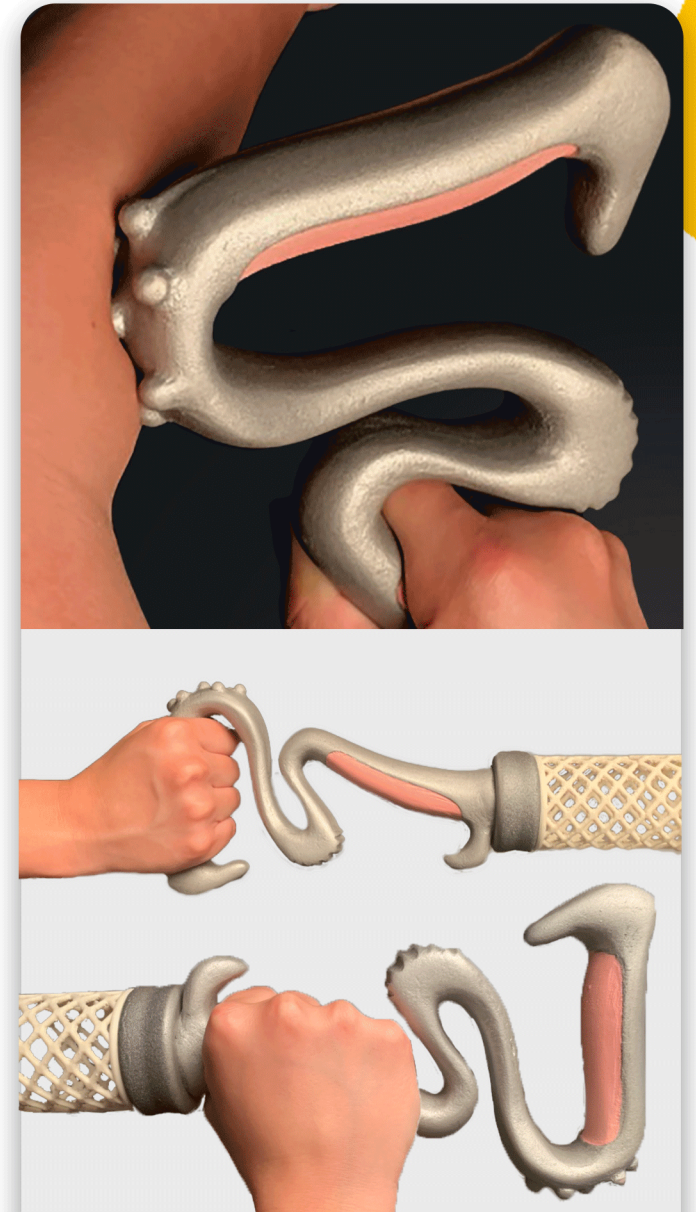




3D Model



Implimentation



Photoshoot

# Blobby One

Soft and Minimal Clockface  
for Fitbit smart watches

Farshad Saffari



My Contribution:  
UI Design • Coding (Javascript, CSS)



# Thank You

For more projects and details  
please visit my website



[farshad-saffari.com](http://farshad-saffari.com)

@fsdgshda

