## PARNAZ RAD

www.ParnazRad.com • 404-784-1987 • parnaz.raad@gmail.com • www.linkedin.com/in/parnazrad/

**Reseracher and Strategist**

Motivated Designer, Researcher and Strategist with extensive research experience. Proven ability telling stories through design, animation and shaping visual aspects. Create strategies and designs to convey visual communications.

**SKILLS PROGRAMS**

• Leadership • Autodesk Maya

• Project Management • Unity 3D

• Contextual Research • Autodesk 3Ds Max

• Human-Centered Design • Pixologic zBrush

• Storytelling • Adobe Creative Suite

• Usability Testing • Adobe XD

• Workshop Facilitation • Maxon Cinema 4D

# EXPERIENCE

**Key Lime Interactive,** New York, NY  **November 2019 – Present**

# UX Researcher

Worked with clients to conduct research studies, and developed innovative project plans for emerging tech.

* Developed and conducted Qualitative and Quantitative research for both global/large-scale and internal projects.
* Designed discussion guides, surveys and moderated in-person and remote user-test sessions.
* Synthesized data and create reports.
* Developed a product for emerging tech and designed for an Extended Reality (XR: VR,AR) project.

**General Electrics** **(Innovation Lab),** Atlanta, GA **October 2018 – November 2019**

# UX Interaction Designer (VR/AR)

Created mixed reality products and service experiences for the industrial internet of things, and leading multiple user experience engagements.

* Established and equipped an XR lab, enabling the use of the new medium and improving the progress of the innovation.
* Implemented a Research and Development methodology for immersive services.
* Collaborated on an educative Design Thinking Program for our employees globally.

**Art in Tech Atlanta,** Atlanta, GA **June 2018 – November 2019**

# Community Organizer

Led a community of local artists, academics, designers and hackers to create a local collaborative environment.

* Facilitated workshops
* Organized Events
* Curated showcases

**Adult Swim,** Atlanta, GA

# Animator, VR Developer September 2017 – November 2018

Developed a narrative VR, as a part of SCAD Collaborative Learning Center.

* Team and project management
* Directed a hybrid 2D, 3D short animation, 3D Animating and rigging, 360 virtual camera rigging, Rendering

# Cinema Masiha (RIB 3) - Storyboard Freelancer, Iran June 2014 – September 2014

Responsible for storyboarding 60 scenes with complex videography

# Do bal Studio – Research and Development Design Team, Iran June 2013 – May 2013

Responsible for research, design and develop an Interactive Book for Children using Unity 3D

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# VOLUNTEER EXPERIENCE

# Design Futures Initiative, Remote

**Marketing Director for PRIMER2020**

# Georgia Iranian Students Organization, Atlanta, GA

**(GISO) - Board of Directors** (Volunteer)

# EDUCATION

**MA Animation and Interactive Technologies**

Savannah College of Art and Design

**BA Multimedia I Minor in Virtual Reality**

Summa Cum Laude

Tabriz University of Arts

# HONORS

**Future of Freight Vision**

Interaction Designer

Notable Speculative Design Award

**Future Network Operations**

**Lead Interaction Designer**

Microsoft Altspace Scenes and Screens Fest

PRIMER19 Conference Exhibition

**"Blue Bird" (Narrative VR Experience)**

**Director and Animator | Panelist and Speaker in 4 conferences and festivals**

Showcased in 8 international Tech and Film festivals including:

Cinequest Festival Best Student VR Award

ACM SIGGRAPH 2019, VR Theater

New York Film Festival, Convergence

**"Hole" (Animated Short)**

Director, Writer, and Animator

Nominated in 14 international Film and Animation Festival

**Winner of Best Maquette**

SCAD Generate 24hour challenge

**SCAD Academic Honors Award**

**Achievement Honors Award**

**Student Incentive Award**

# LANGUAGES

Persian, Native

English, Proficient