# Avies Behzad

**Product Design**
**India**

**Professional Experience and Curriculum Vitae**
Avies Behzad
Product Designer, Bangalore
avies.behzad@gmail.com

Product Designer, with engineering experience. Possess capabilities in creative problem-solving, concept design, product design and visualization. Skilled in multiple tools with an aptitude to transform ideas into tangible products and usable experiences. Significant exposure and experience in product design & development, manufacturing & usability.

**Previous Clientele**
Please kindly get in touch for more information.

**Awards and Accolades**

Exposure& Expertise:

Product Development Life Cycle & Product Design process
Design Research including Contextual Inquiry, Ethnography, User research
Product Design involving Concept Sketching, Ideation, Form
Exploration, Benchmarking, TRIZ, QFD, Product Design Specification, DFMA
CAID, 3D Modeling, Rendering & Class A Surfacing
Demonstrated ability in expressing ideas by Freehand Sketching, Story Boarding etc.
User Centered Design, Usability, Human Factors & Ergonomics
Excellent Visualization skills including Manual, Digital & Photorealistic Rendering
Materials & Manufacturing techniques, Automotive Manufacturing
Hands-on Model making experience in PU Foam, POP, Polystyrene, Wood, Plastic, Clay & Cardboard

Education:
MSc in Product design, 2010, Merit at MSRSAS, Bangalore (Affiliated to Coventry University, UK)
BE in Automobile Engineering, 2003, 10th Rank at MCE, Hassan, Karnataka. (VTU)

Computer Skills:
2D : Photoshop, Illustrator, Coreldraw, Sketchbook, Visio
3D : Alias, CatiaV5, UGNX5, ProE, Solidworks, Rhino, TcVis, Hypershot
Others : Flash, Dreamweaver, Creax Innovation Suite, Rapidform, DFMA, Teamcenter, Office

Professional Experience: 5 years (Engineer)

**Awards and Accolades**
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**MultiPlay** *

Interface Buttons

USB Port

Earphone Socket

Portable
Flexible OLED Display
Audio Video

MP3 DivX ⟷ Windows Media

Portable Multimedia Player

**Tree** | Design for Public Spaces

Tree is a nature inspired public seating which
serves as solar powered lighting & rain water
harvester. The iconic structure can be installed
in public places encouraging social interation.

Social Interaction
Environment friendly
Efficient Public Spaces

Solar Powered LED lighting

Eco friendly recycled Plastic
material molded into the
unique shape.

Funnel Shape for
Rain water harvesing

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## Ergo | Ergonomic Office Chair

Ergonomic office chair was designed based on Indian anthropometry to suit Indian needs.
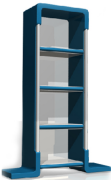
The contoured Base and Back cushion resembles human profile providing maximum comfort. The chair is sturdy with adjustment levers for individual needs.



## MOD | Modular Storage for International school Library

MOD is a modular storage system designed for international schools. This concept can be easily assembled onsite and it is expandable to suit individual needs. This innovative system comprises of prefabricated acrylic board that can be manufactured with different colors and finishes to enhance aesthetic value.

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**glo** |LED based Emergency Lamp

The LED Emergency Lamp is designed for multipurpose use in household task. It is rechargeable & comprises of a strong long range focus lamp along with bright LED system for long hours of operation & ergonomic handle for portability.

The innovative design has unique snap fit ABS side panels on polypropylene body are designed considering easy manufacturing and assembly.

Product influences

**Iron**
Electric Iron for working youth

Electric Iron for the fast paced working youth was designed with an emphasis on design elements. This concept is unique with innovative temperature control knob and advanced design that translates style youthfulness & performance.
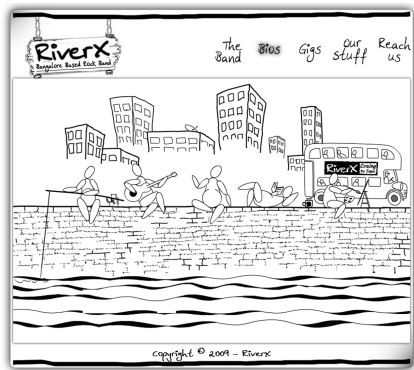
Stylish Speed
Performance
Youthful

Alias Model

Pencil Sketch

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Webpage Design | riverxmusic.com

This webpage was developed for riverx, an Indian rock band. The front page was conceptualised with a flash animation developed on the original idea from the band members.

RiverX launch logo

RiverX Coming to Town

Victory' | Signature Pen with inbuilt Slide changer for Executives

Twist to Write

Laser Pointer

Slide Control Buttons

Laser Pointer Button

Pin size Charging Port

Embedded Battery re-chargeable via USB

Remote slide changer is powered by secure Bluetooth technology & can be interfaced with any computer. High gloss Chrome & Titanium Black surface finish makes it a stylish accessory.

Bluetooth

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## Pencil Sketches