

# Portfolio

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Amir Kooklan

visual communicator + problem solver + materials & processes guru + craftsman





## About me

Over the last 20 years, I have studied, taught, and worked in virtually every aspect of **industrial design**. I am an extremely motivated, diverse and multi-disciplinary designer. I have excelled at many reputable design firms ranging from large to boutique, each with a different specialty and list of renowned clientele. I have advanced from a junior designer to a lead designer in product design, exhibition design, display design, furniture design, **retail design** and visual merchandising.

Therefore I have decided to rebuild my professional career from the ground up after emigrating to Canada and gain Canadian experience.

In this portfolio I introduce my various design skills by using my works as example.

The works are listed in chronological order starting from my recent work till my studies year and on the next page you'll find **my resume**.

As a **designer** my main advantage is the ability to come up with many ideas, being innovative, and then develop the chosen idea till final product.

I believe the best way to achieve that goal from a scratch is to work in teams. The more versatile the team is the more perspective there are. I am social by nature and get along with different people easily.

At my work I always try to think everything from as many view points as possible. Things in life in general are complex. For me new ideas, experiments and thoughts are always more than welcome. I consider making mistakes is also very important part of working as a designer. Success is often a first step towards failure and I dare to try.

As a **passionate designer**, I still have many things to learn. In my great interest are for example the future studies, people's behavior and designer strategies and concepts in the business world.

I don't have one particular area of interest above others. I keep all of my senses on wherever I am. There are so many things to discover in this world. Being a designer is a life-long learning process.



# Amir Kooklan designer

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visual communicator + problem solver + materials & processes guru + craftsman + well-traveled

- +10 years' experience in interior, retail, industrial, kitchen, commercial and residential design, visual window displays including POP stands.
- Creative lead and client facing and develops optimal design solutions.
- Skilled at collaborating on a creative vision resulting in innovative design.
- Collaborated with design teams and sale persons.
- Diverse knowledge base of design trends and techniques.
- Advanced computer skills including AutoCAD, SketchUp, and Photoshop.
- Work well in a collaborative team on environment or individually.

## AREA OF EXPERTISE

- Concept development
- Furniture Design
- Installation techniques
- Creative presentations
- Valid driver's licence and passport
- Free hand and 3D visual representation
- Design intent product specifications
- Colour and material specification
- Knowledge and utilization of Ontario Building Code
- Materials and processes

## EDUCATION

- **Bachelor of Design in Industrial Design**, 2000  
Azad University of Tehran, Art & Architecture faculty, Industrial design department

## COMPUTER PROFICIENCY

### MICROSOFT WINDOWS PC PROFICIENT

- AutoCAD 2014
- Sketch-Up Pro 13
- Adobe Photoshop CC
- Adobe Acrobat 9 Pro
- Adobe Illustrator
- Microsoft Office 2012

## LANGUAGES

- English (Fluent)
- Persian/Farsi (Fluent)

## PROFESSIONAL EXPERIENCE

+10 YEARS EXPERIENCE WITH DIVERSE, MULTI-DESCIPLINARY DESIGN STUDIOS.

Worked in virtually every sphere of design, including projects requiring skills in retail design, architecture, space planning, kitchen design and furniture design.

### D&S Design-Kitchen and Cabinetry, Toronto, 2014 – present

Kitchen & Bath Designer

- Interviewed clients, listened to their requirements, visited and took site measurements, prepared a design to their satisfaction, accompanied by a complete cost breakdown to stay within budget. Essentially performing all tasks related to close a transaction, from first time meeting with the client to completing a project.
- Utilized computer applications to speed up the process of designing and estimating.
- Demonstrated solid understanding of kitchen equipment and functions and ergonomics and efficient space utilization.

### G3 Design Studio, Tehran, 2008 – 2013

Senior Designer

- Supervised a fast growing team 8 junior/intermediate staff on various types of projects including but not limited to retail, commercial office design, exhibit and architectural assignments.
- Ensured that each stakeholder understands his/her role and responsibilities throughout the creative process. Regularly reviewed the status of projects to verify that expectations are met.
- Responsibilities included supervisory relations with subcontractors and trades for project fabrications (i.e. installations, deliveries of furniture, carpeting, painting, woodwork, tile work and other related items).

### Ajand Architectural Group, Tehran, 2004 – 2008

Intermediate Designer

- Designed retail fixtures, point of purchase display units and store-in-store experiences for world renowned cosmetics and fragrances brands.
- Worked closely with brand managers, graphic designers and digital content designers to ensure consistency of the look, feel and brand alignment across all touch points.
- Helped category project managers develop cost and acquisition strategies for projects within studio.
- Developed and attended new product specifications, product drawings and data for production and client presentations.

### YADA Design Group, Tehran, 2000 – 2004

Junior Designer

- Prepared and presented space plans and created conceptual designs according to creative lead, senior management, clients request and design aesthetics.
- Assisted senior designers in designing display stands and products for retail projects layouts for approval customer projects.
- Provided coordination for finish plans and specifications from design specification to launch.
- Assisted with information gathering activities.

## CLIENT LIST

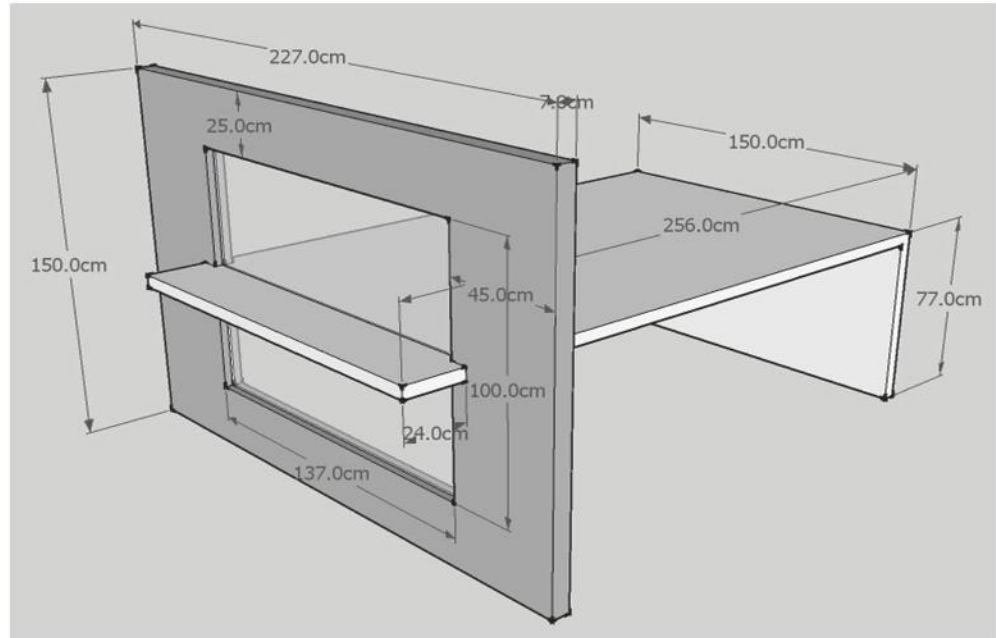
BUILDING RELATIONSHIPS WITH NOTABLE LOCAL AND INTERNATIONAL CLIENTELE.

Worked closely with a myriad of clientele, from start-up companies to major corporations, from non-for-profit organizations to global companies. A few notable clients to mention are as follows:

- Mercedes-Benz - Exhibit booth
- Toyota – Dealership Accessories & Part Shop Design
- Hyundai - Dealership Accessories & Retail Store Design
- Samsung – Mobile Brand Stores& Exhibit booth
- Panasonic - Store Design
- Fila – Stores Design( 5 branches)
- Versace, Givenchy & Lierac – Perfume Retail Stores Design & launch Podiums
- Nina Ricci, Paco Rabanne, Carolina Herrera & CH - Perfume Events, Retail Stores & launch Podiums Design
- Guerlain, Prada & Clarins - Perfume Retail Stores & launch Podiums Design
- RayBan,Persol, Versace, Prada – Eyeglasses Retail Store Design
- Faber-Castel, Lyra, Canada Canco,Winston & Pelican – POP displays
- GSK Group (Aqua Fresh, Sensodyne, Panadol), Faber-Castel, Lyra & Canco - POP displays and Exhibit booths



# Recca Multifunctional table



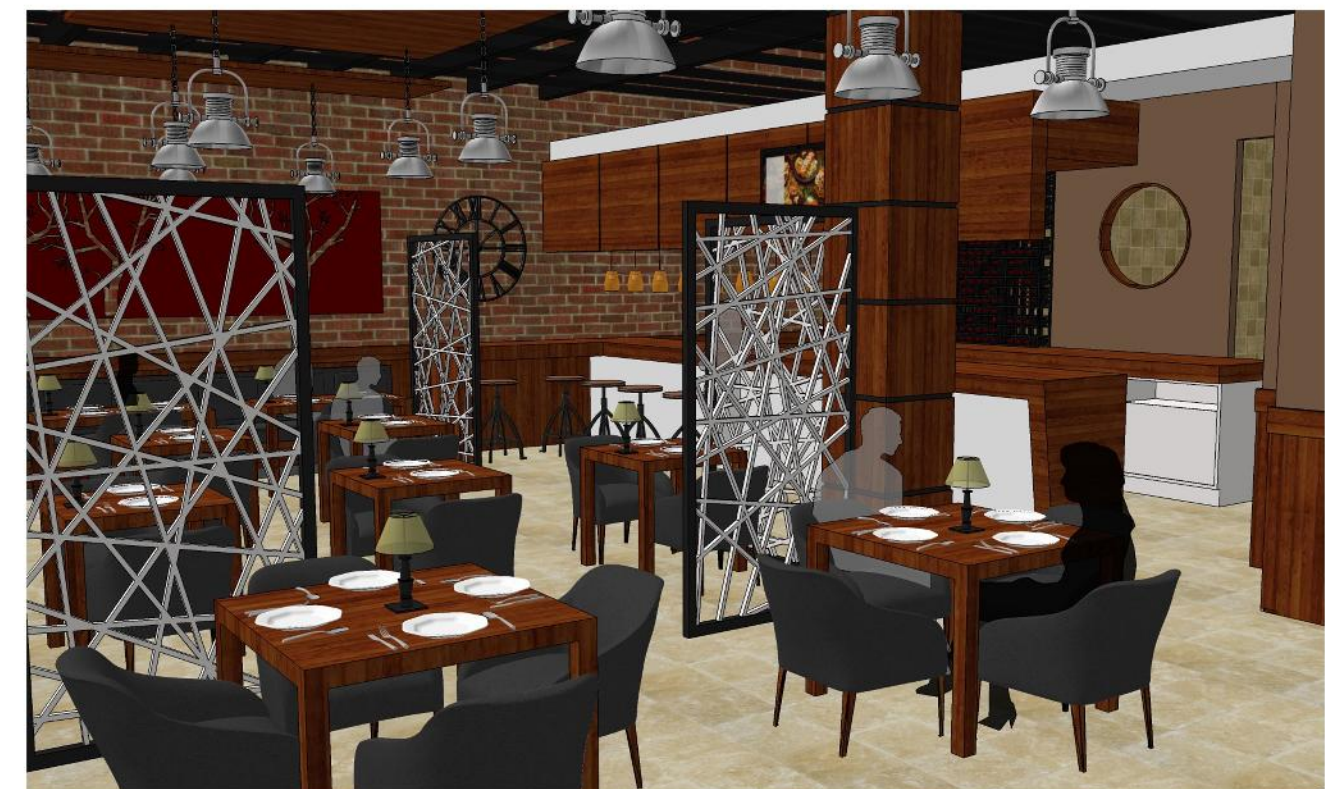


Roshe Perfume  
Retail



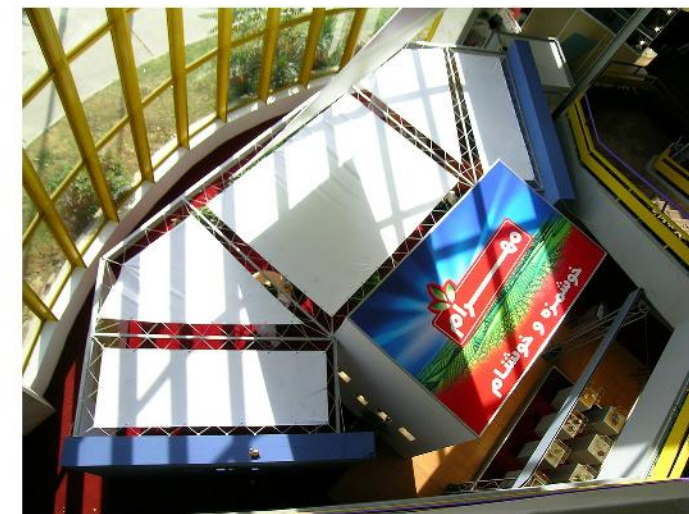
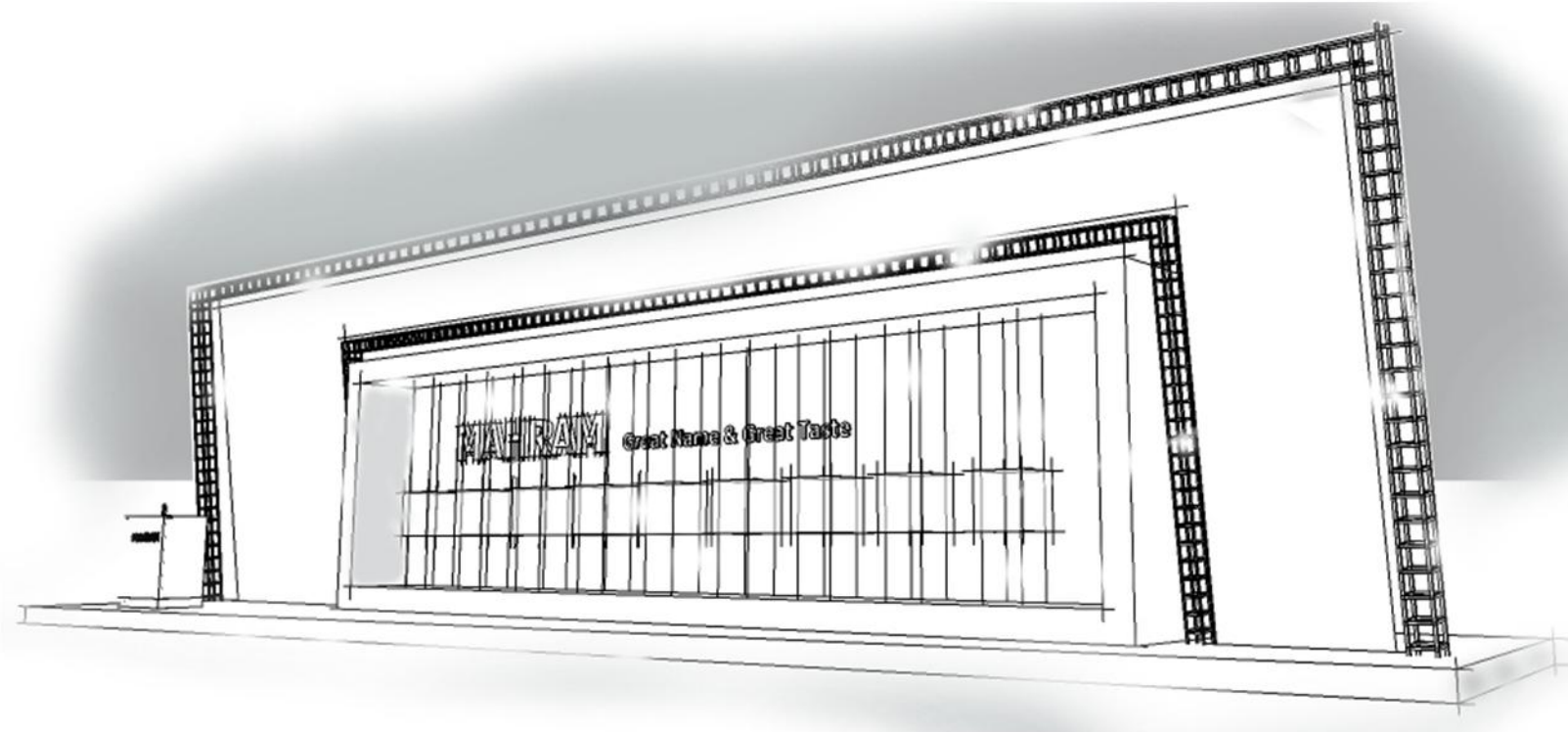


Ariano  
Hospitality



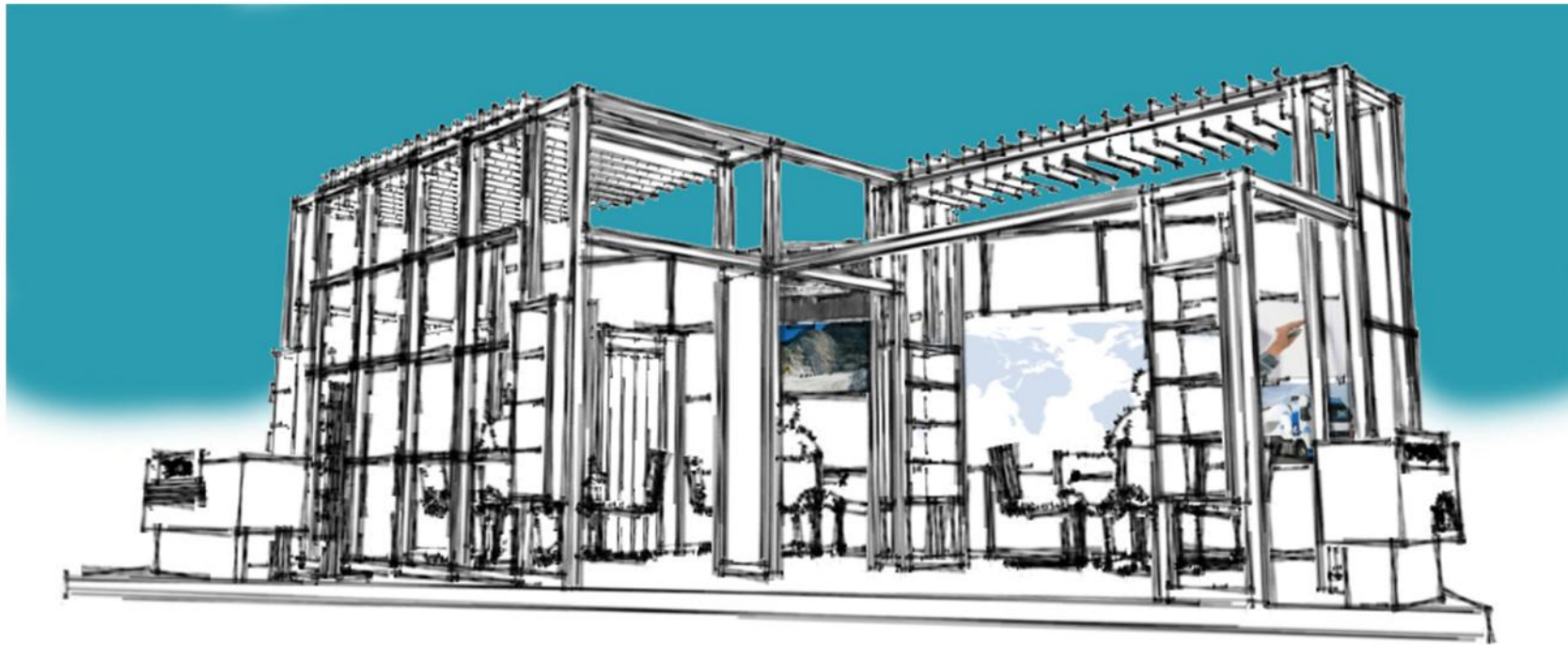


# Mahram Co Exhibit booth



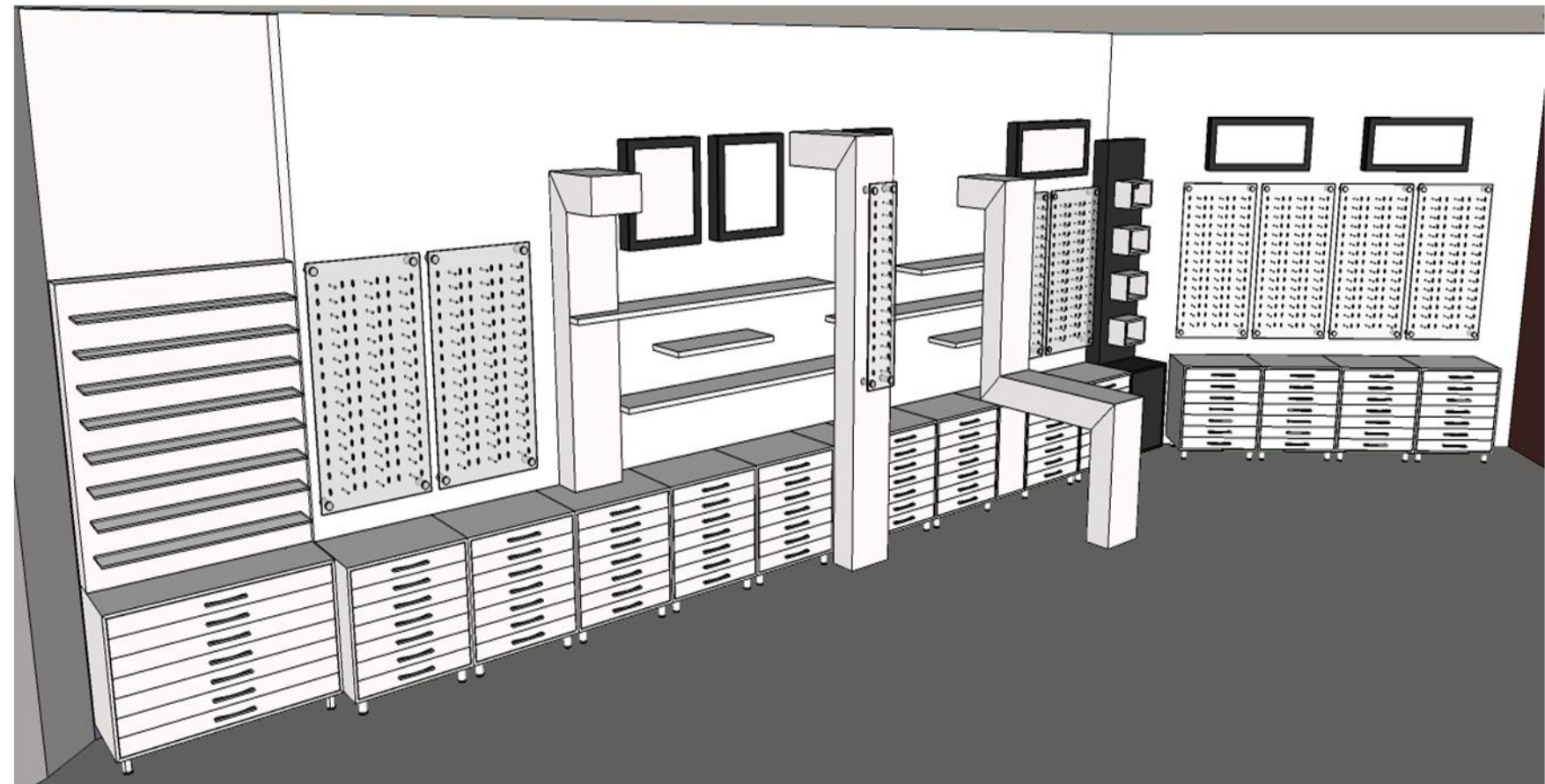


# Farab Co Exhibit booth

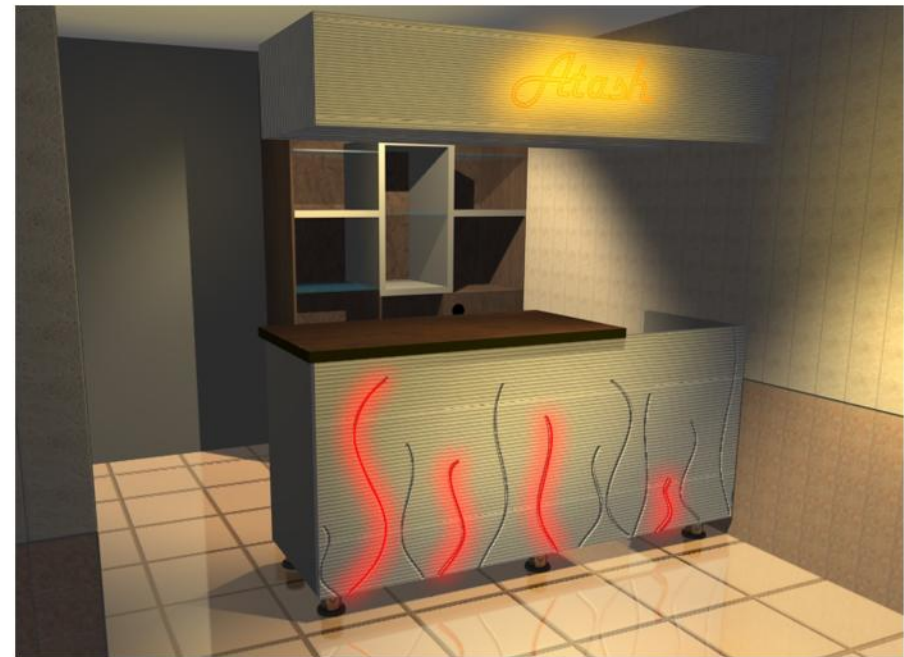




# Persia eye-wear Flagship retail









# Zand Perfume retail





# Zand Perfume retail



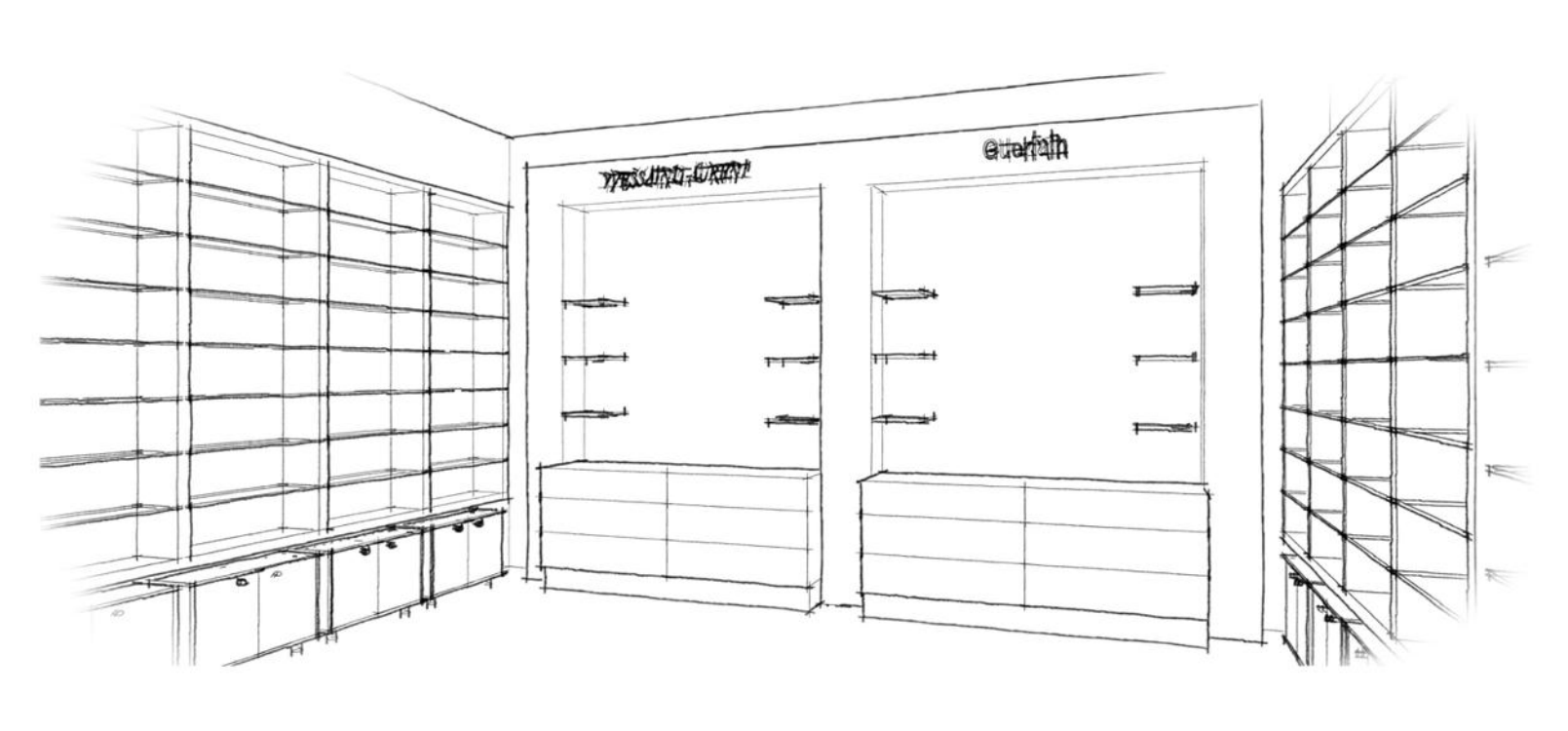
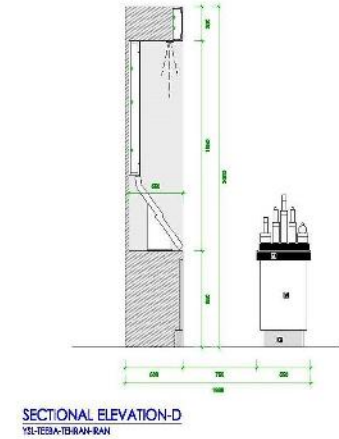
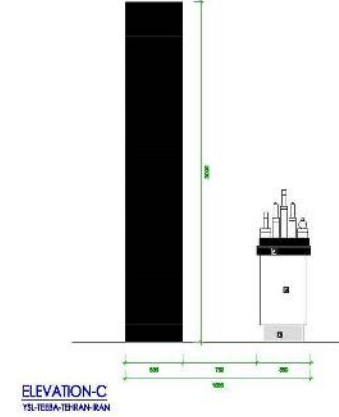
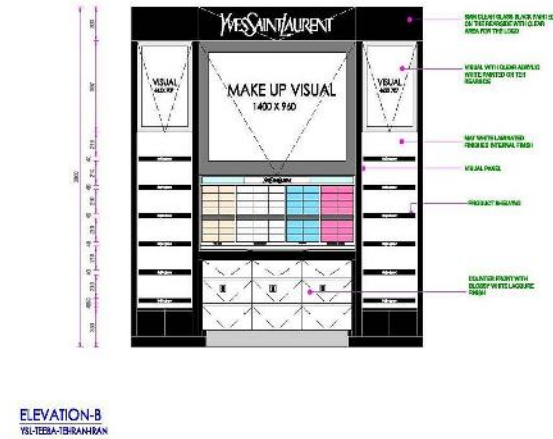
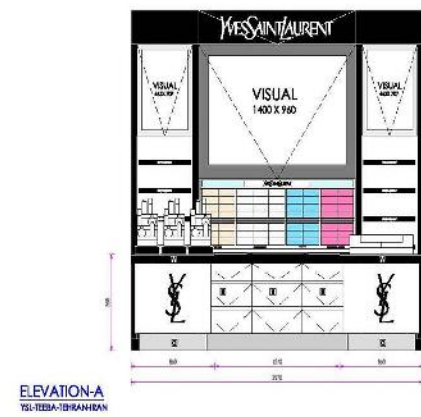


# Guerlain perfume&makeup retail





# YSL perfume&makeup Retail





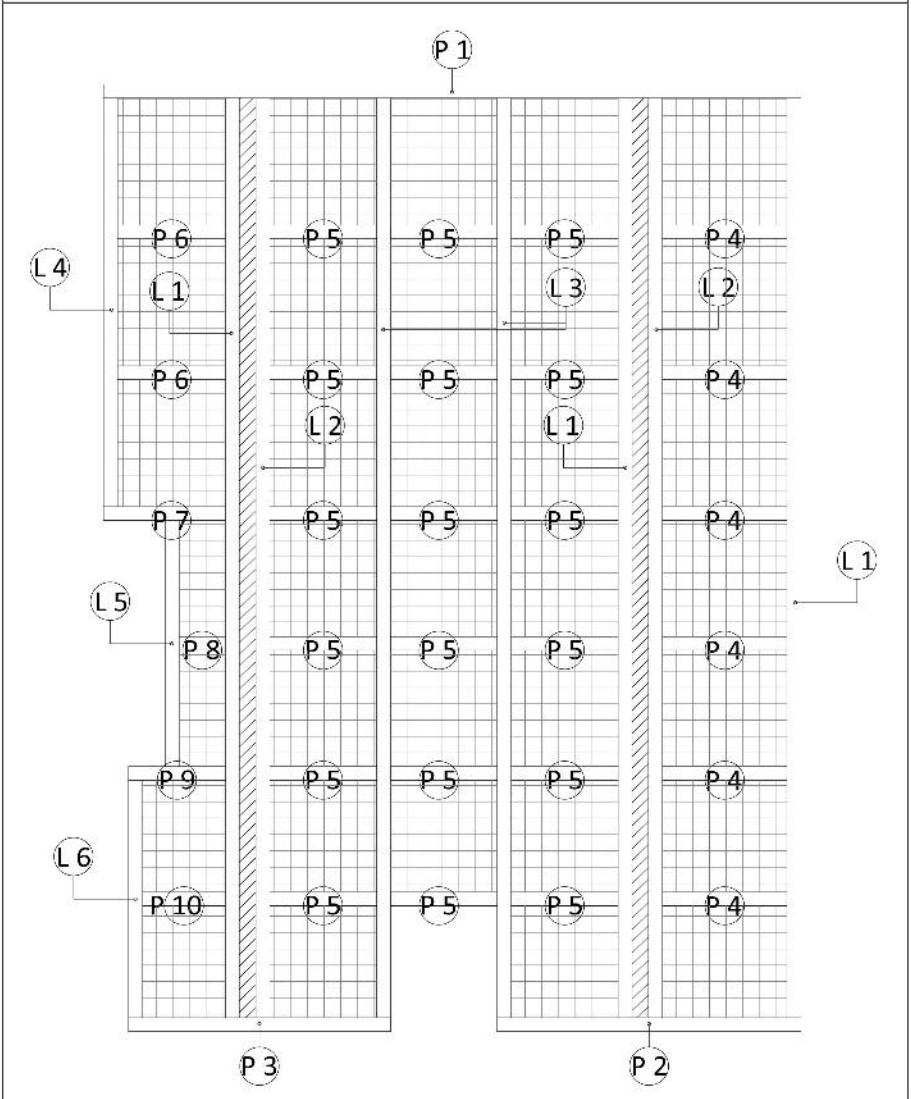
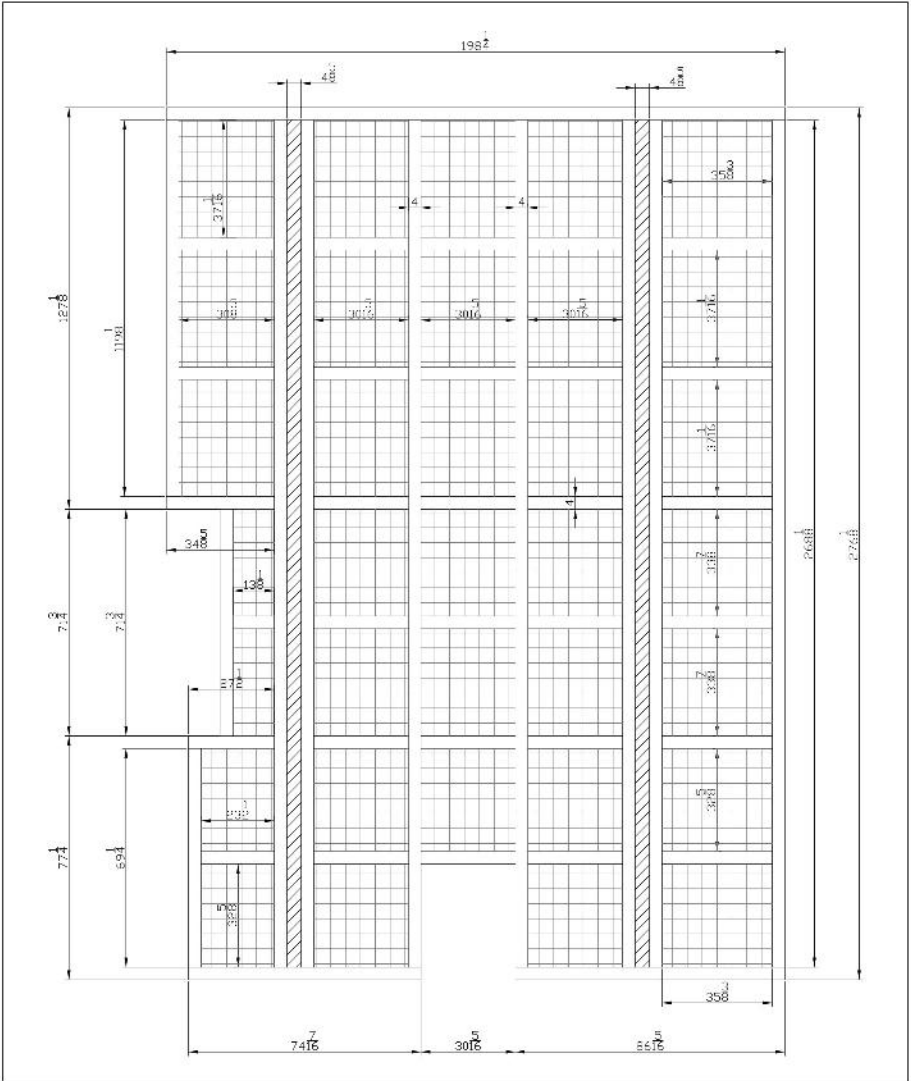
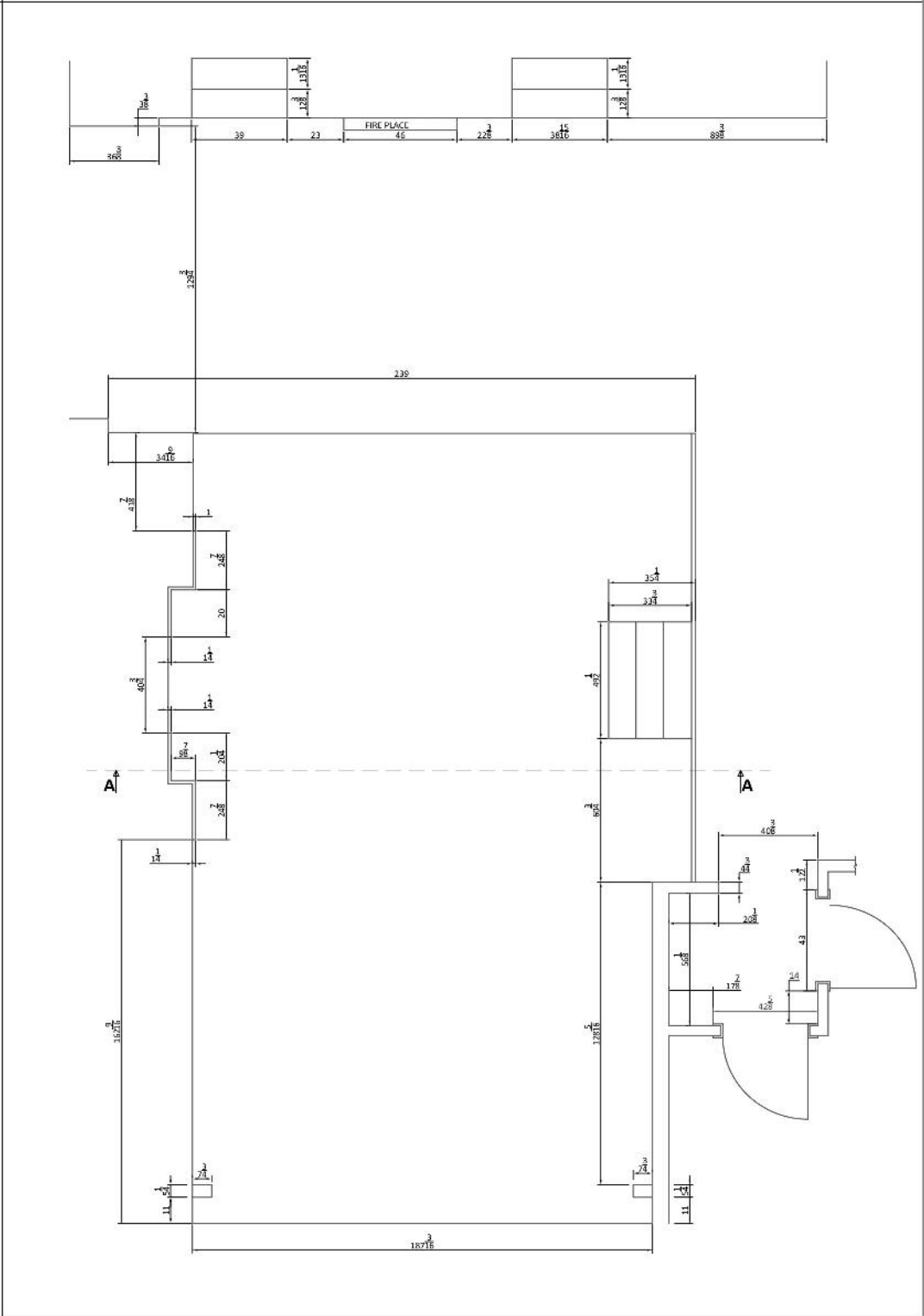
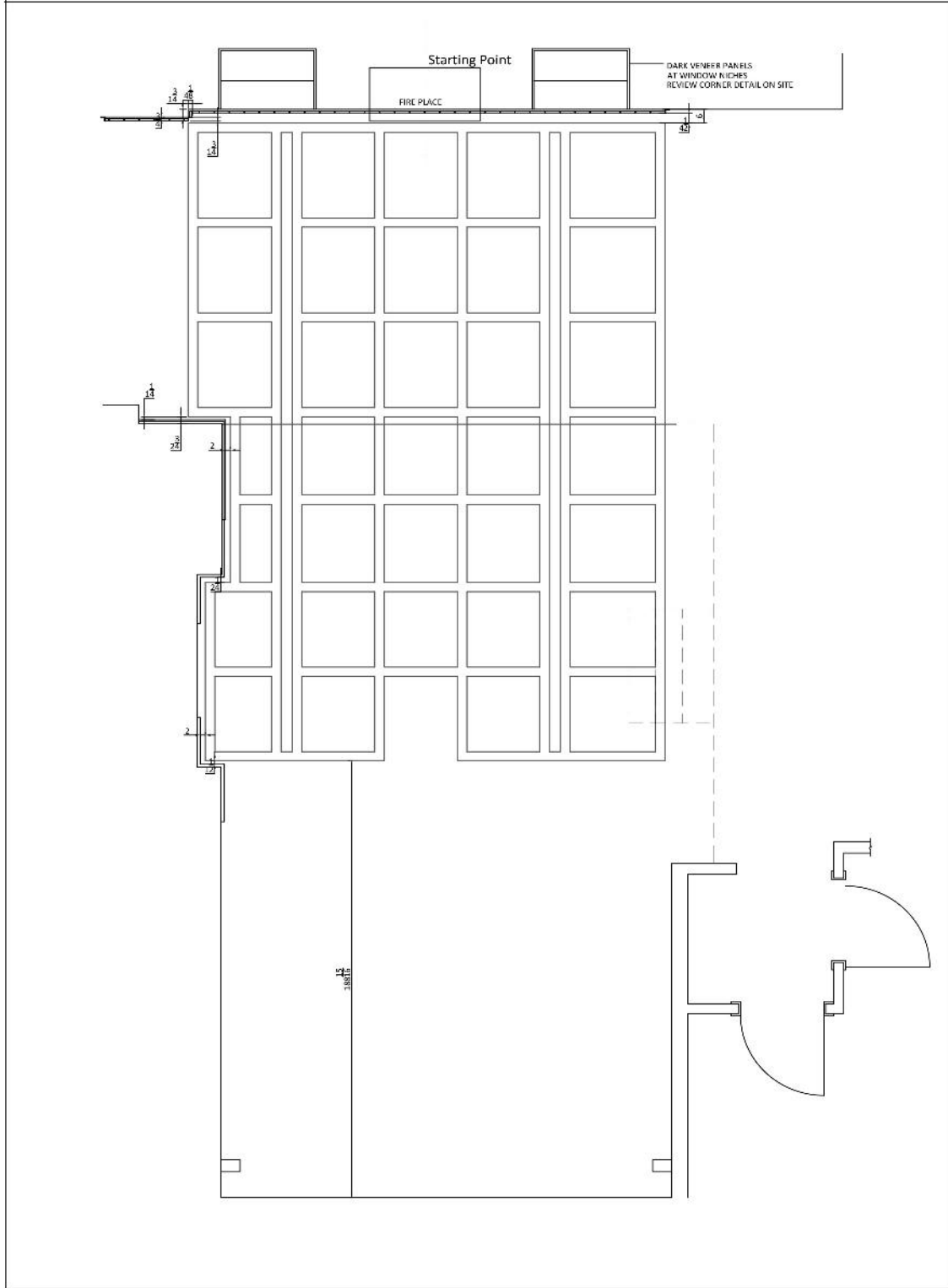
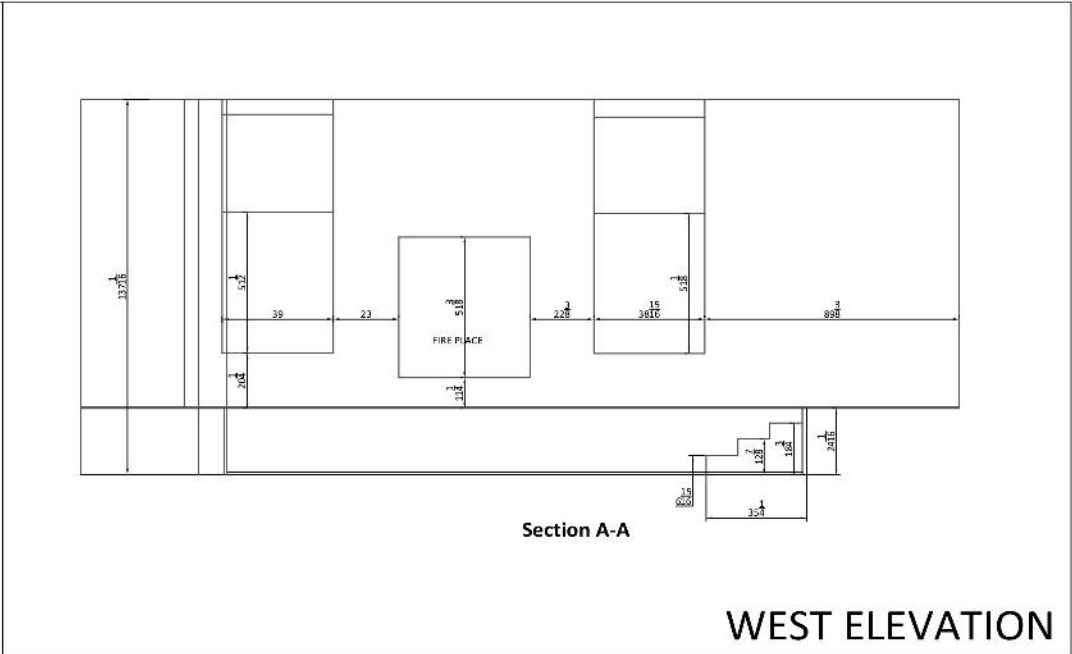
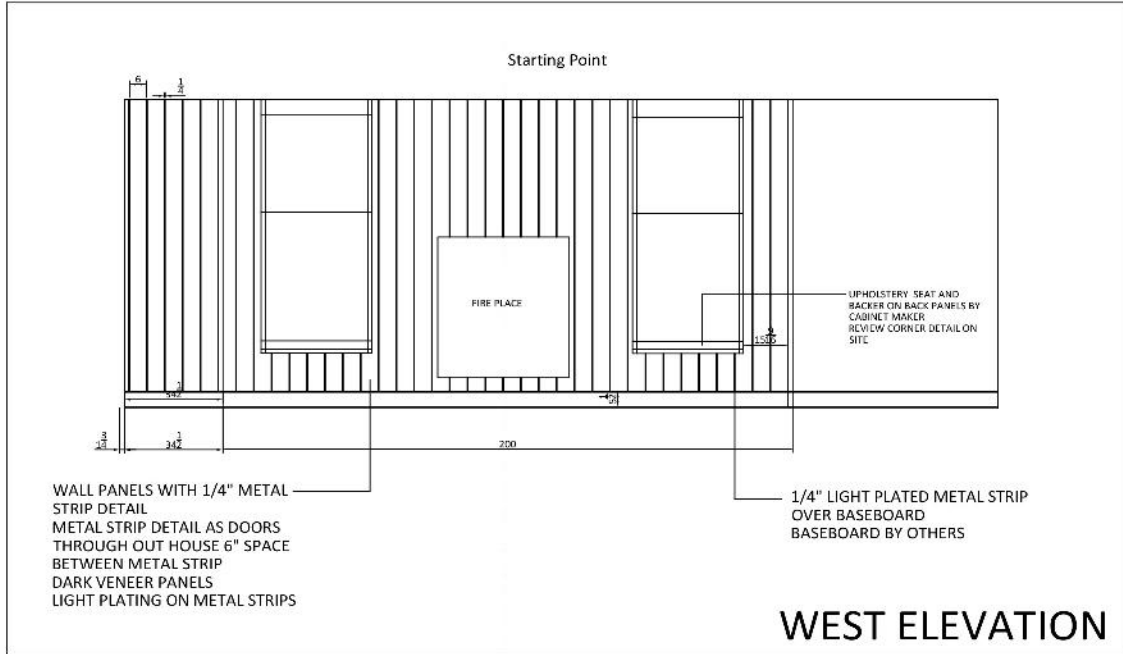
# Atlas Jet Travel Agency





# 18 Chestnut Park

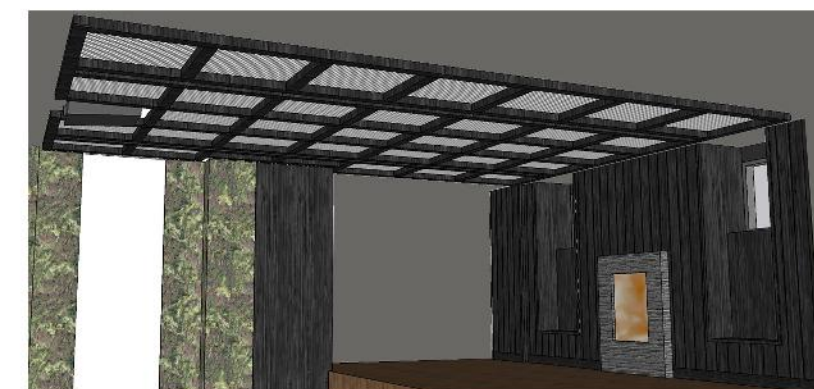
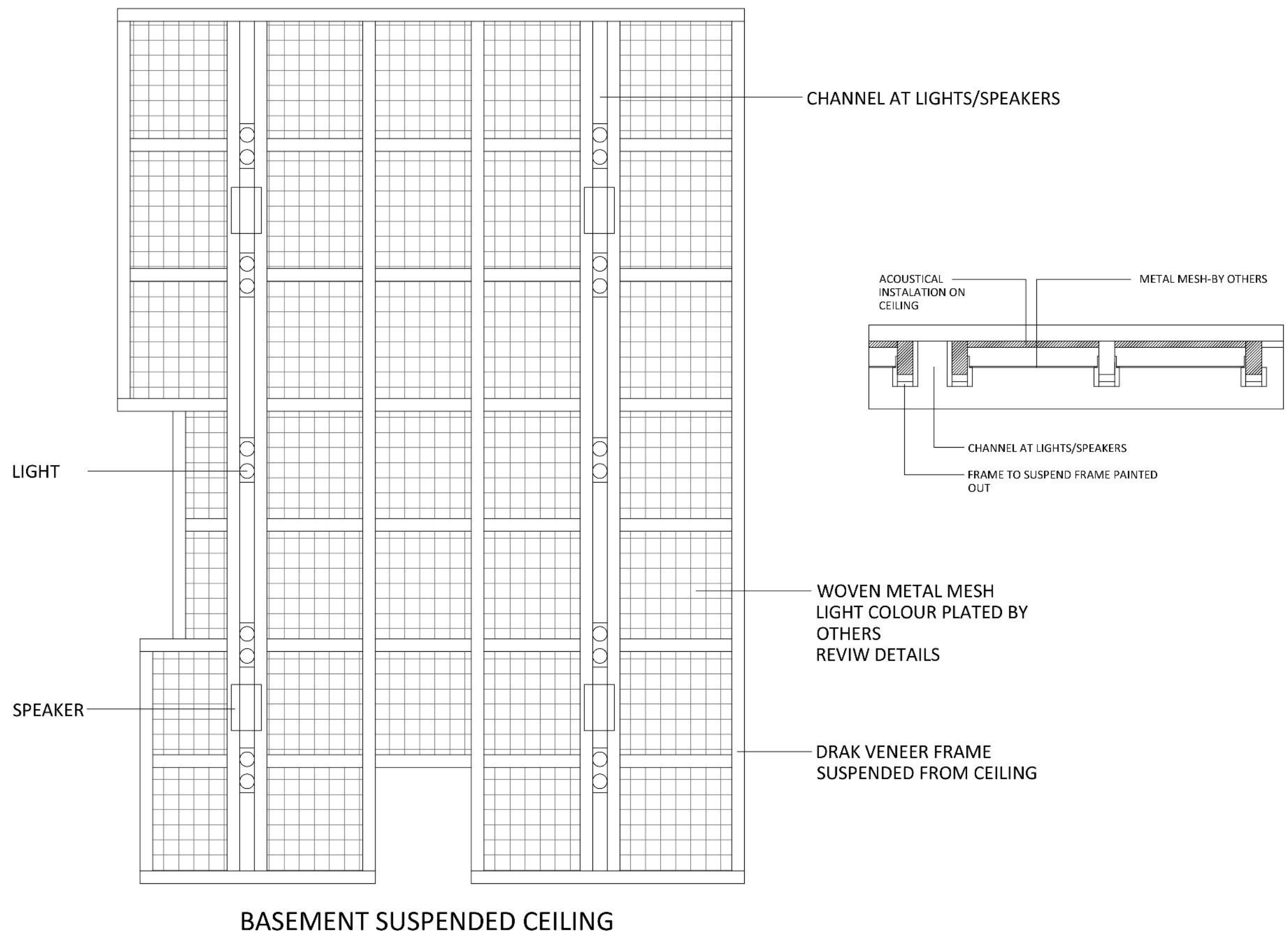
## False ceiling shop drawing





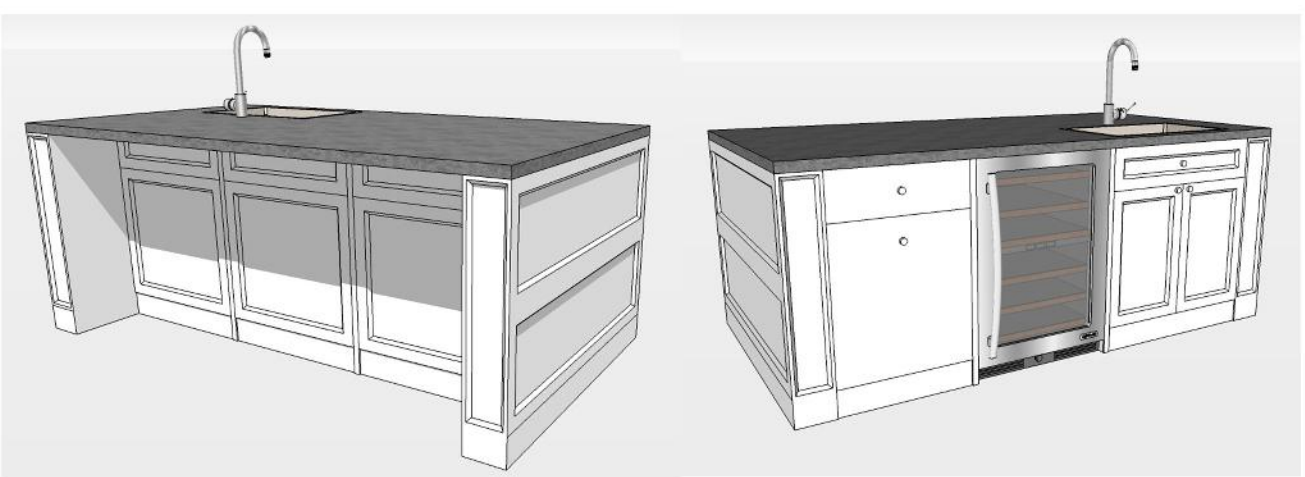
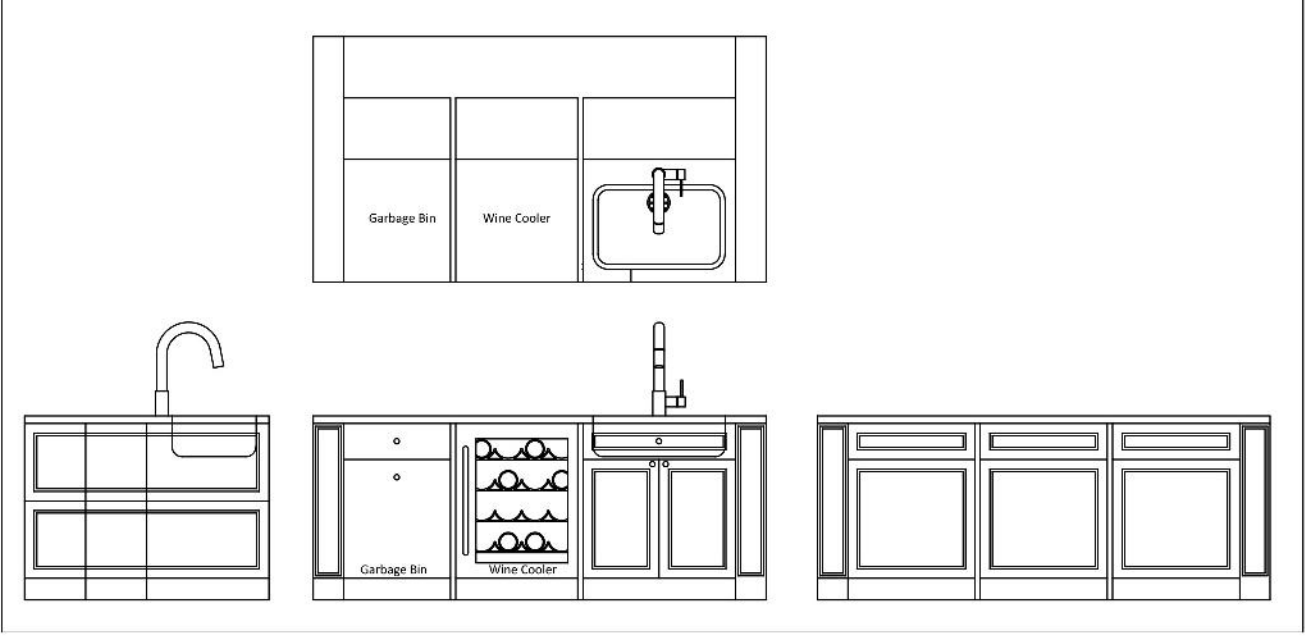
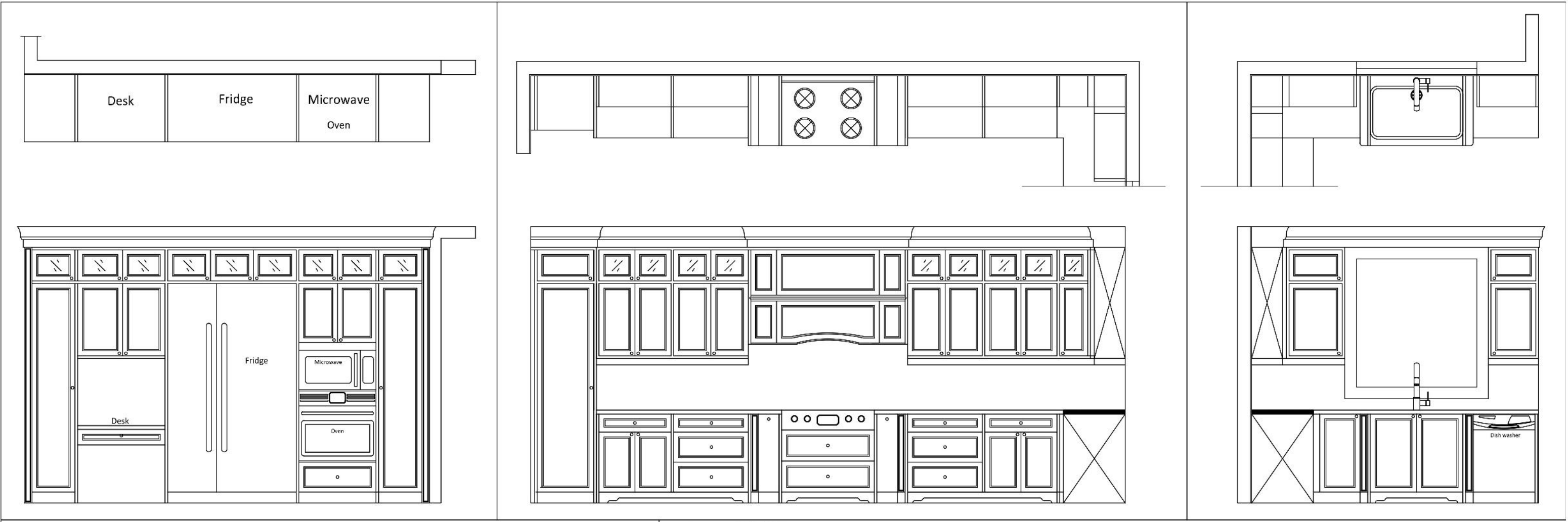
# 18 Chestnut Park

## False ceiling shop drawing



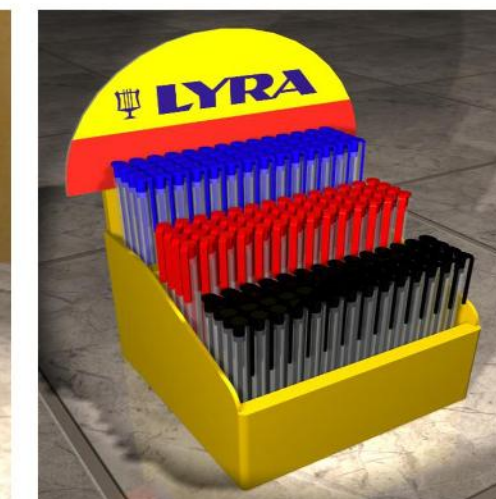
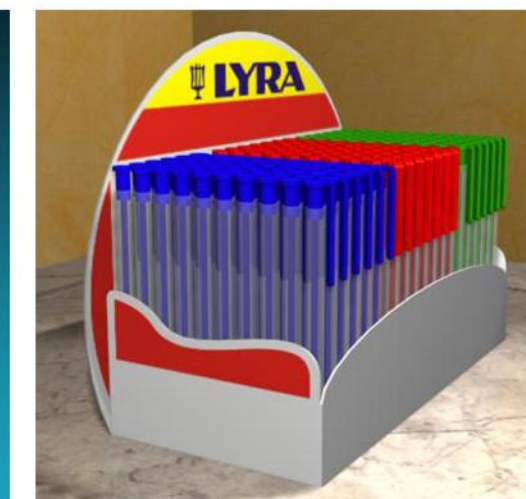
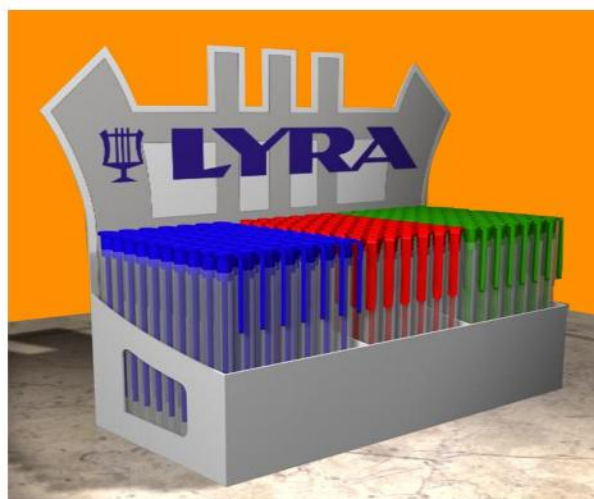
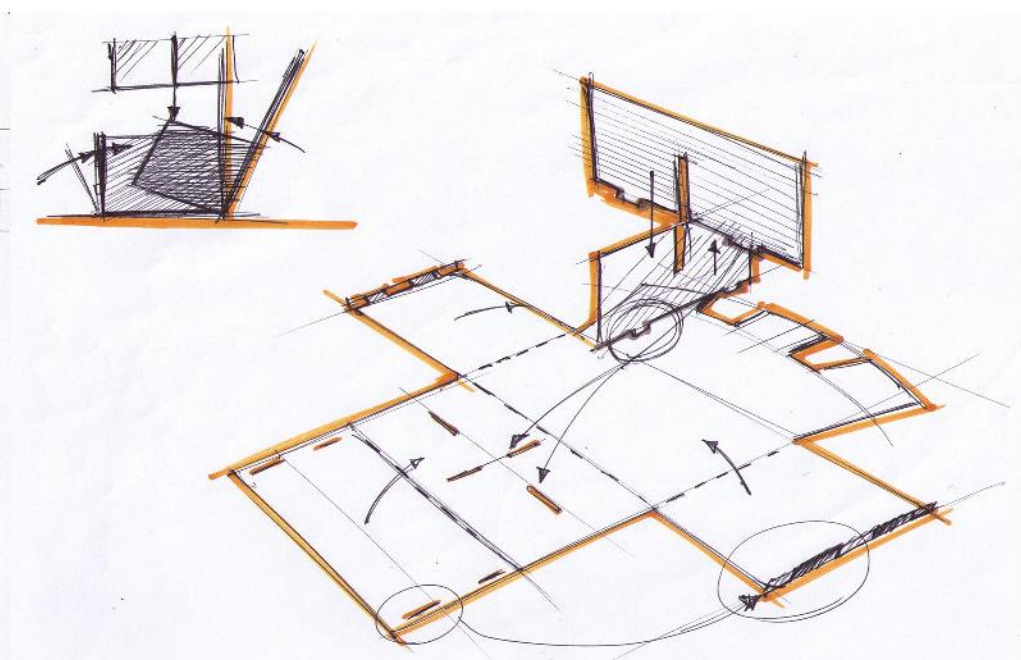
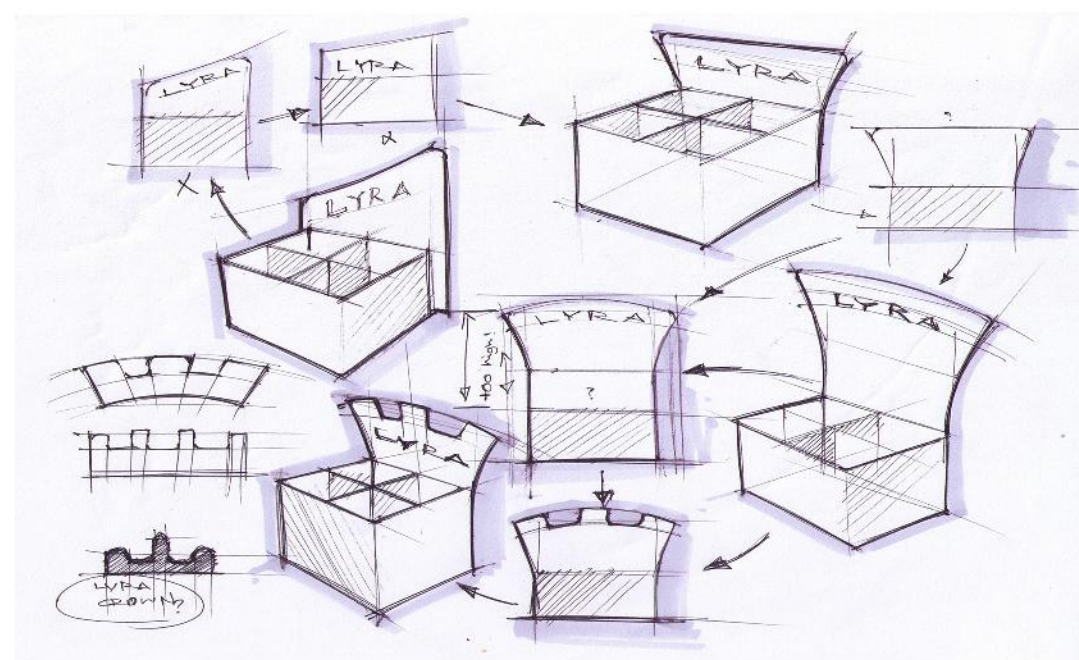


# 15 Galleria Pkwy Residential-Kitchen





# LYRA stationery Display stand



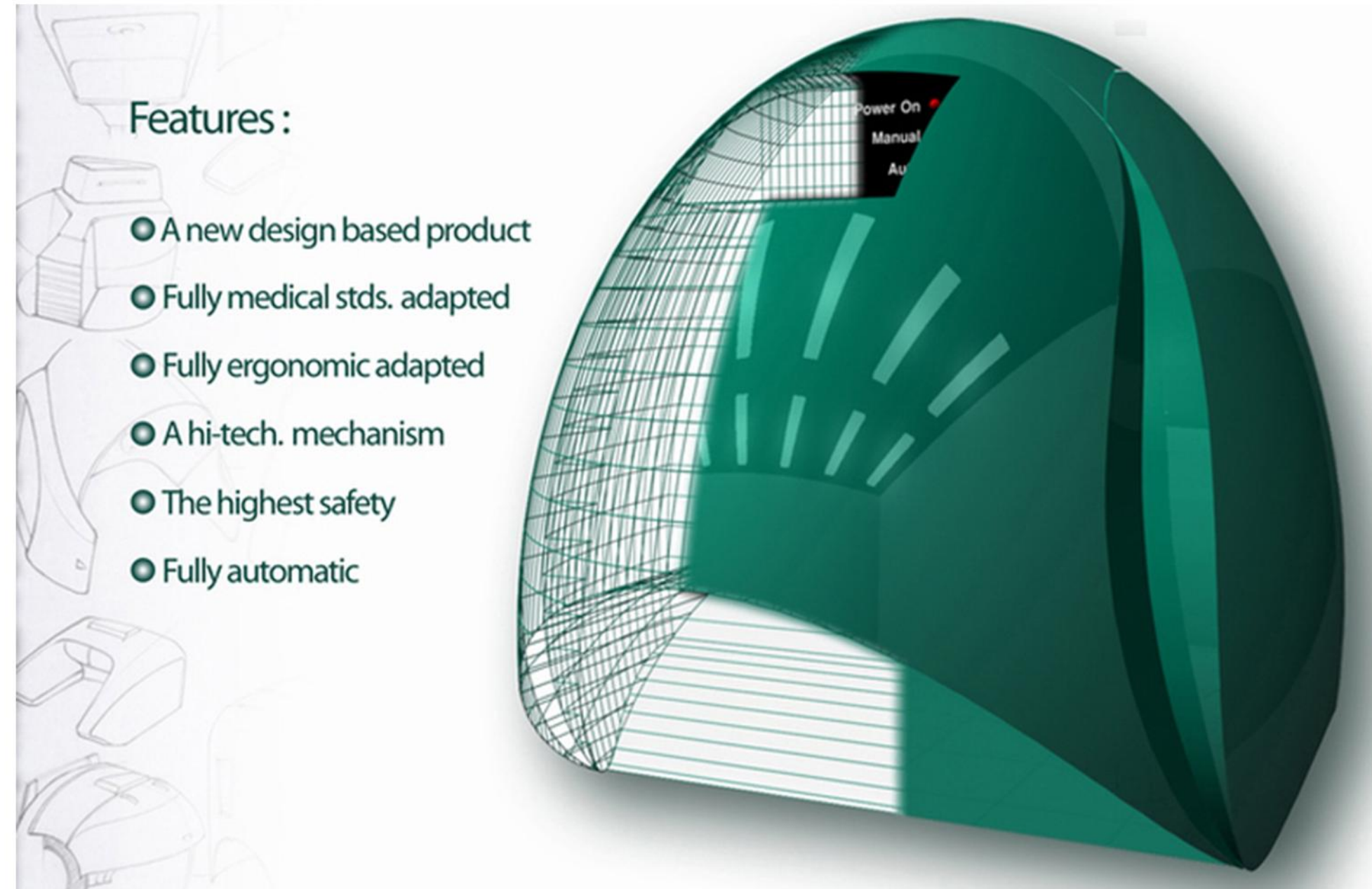
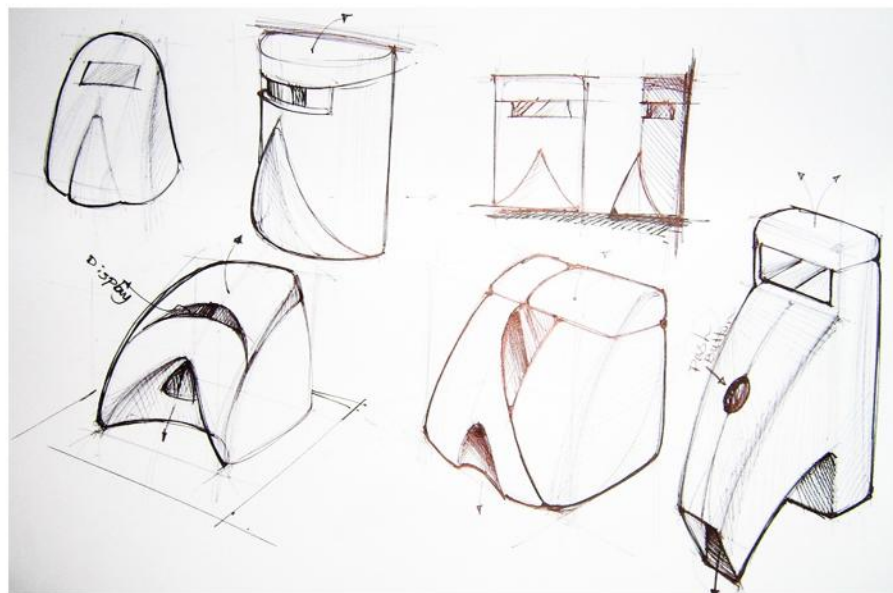
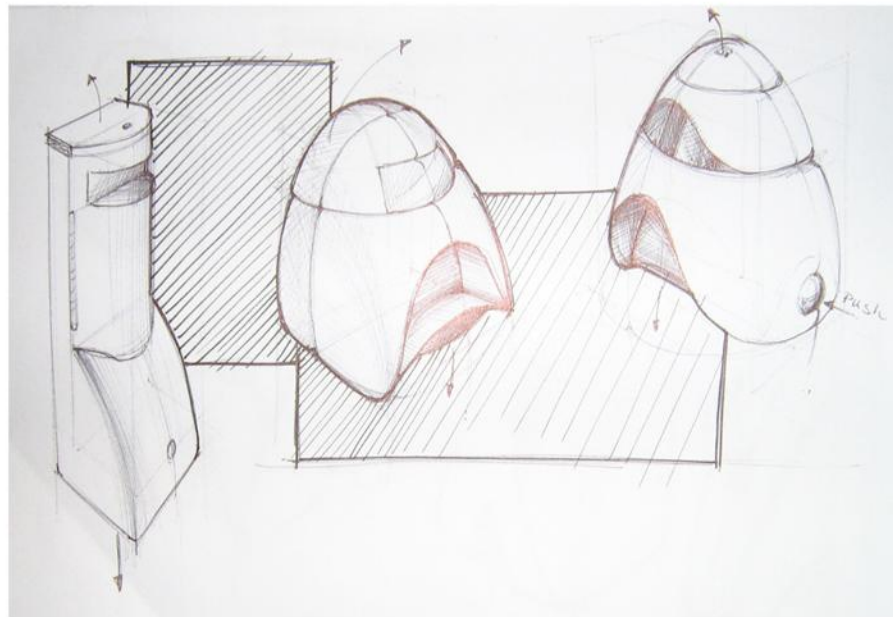


Tondar  
Bicycle helmet





# Topol Scrub Pump Surgical scrub sink



## Features :

- A new design based product
- Fully medical stds. adapted
- Fully ergonomic adapted
- A hi-tech. mechanism
- The highest safety
- Fully automatic





## to go

