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## EDUCATION

Mar 2020 – Nov 2024

University of Antwerpen, Antwerp, Belgium.

PhD in Product Development (focus on Systemic Design)

- **Thesis:** *Framing of Conflicts, Designing for Systems: A Pragmatic Approach*
- **Supervisor:** Prof. Dr. Alexis Jacoby
- **Thesis Abstract:**

Systemic design is an emerging field of study that aims to support social (system) designers in developing more desirable and meaningful interventions within socially complex adaptive systems. Grounded in systemic design principles, interventions are possible and often recommended across multiple levels of a system. However, the most consequential interventions are normative in nature, as they target underlying social structures and have the potential to destabilize the deep narratives, worldviews, or paradigms that shape a social system. From a systemic design perspective, exploring and reframing cultural attributes is therefore an essential step in intervening in complex systems. Despite the importance of change at the level of deep culture—also referred to as mindset or paradigm transformations within such multilayered structures typically require strong triggers or high-leverage conditions to occur. Drawing on social constructivist theories, one possible strategy for enabling such transformation is the introduction of disruptive interventions or forms of radical change embedded in the dynamics of conflict and disagreement. Conflict and disagreement constitute active, authentic, and often contradictory forms of social relations. Rather than being inherently detrimental, they can function as productive forces that facilitate the emergence, exchange, and circulation of new knowledge and perspectives across different social realities. Through such processes, dominant assumptions can be questioned and alternative interpretations can surface, gradually challenging entrenched paradigms and opening new lines of inquiry. Building on this premise, my PhD research developed a design-driven conflict approach as a systemic design method aimed at transforming antagonistic forms of relation from a destructive mode of operation into a more agonistic framework conducive to organizational change. Rather than seeking to eliminate conflict, this approach reframes it as a generative design resource—one that enables structured disagreement, plural perspectives, and reflexive learning.

Amirkabir University of Technology, Tehran, Iran.

Sep 2014 – Oct 2016

MSc in Industrial Design – GPA: 18.99/20 (94.95%)

**Award:** Achieved 1st rank in MSc

- **Thesis:** *“Evaluating the effect of aesthetics on product sustainability by researching on automotive control systems”*
- **Supervisor:** Prof. Dr. Saeed Mansour

In recent years, an increasing number of products have been discarded after the usage phase despite remaining fully functional and capable of responding to users' needs and desires. On the one hand, a lack of emotional attachment between users and artifacts contributes to premature disposal; on the other hand, cultural differences, values, and broader social factors further complicate this issue. Our research highlights the critical role of the end user during the usage phase, particularly the quality and quantity of user–artifact interaction within socially complex systems. We found that although a short usage lifespan is a multidimensional and context-dependent phenomenon, it is ultimately users' decisions to discard or continue using a product that are most influential. Based on this insight, we identified elements such as aesthetics and pleasure as key factors in enhancing the emotional longevity of products. Accordingly, we conducted a focused study of Iranian users' aesthetic preferences and cultural differences in relation to automotive interior design, using the Peugeot 206 SD specifically the steering wheel as a case study. From this analysis, we derived a set of essential factors that contribute to strengthening user–product attachment. In particular, concepts such as adaptability, flexibility, personalization, and affordability were introduced to reframe a complex sustainability challenge into more accessible and designable elements. Based on evaluations conducted with professional user-experts, we subsequently developed a design framework aimed at facilitating the design process, with the explicit goal of increasing product durability during the usage phase.

Sep 2010 – Aug 2014

Tabriz Art University, Tabriz, Iran.

BA Industrial Design– GPA: 18.77/20 (93.8%)

**Award:** Achieved 1st rank in BA.

- **Thesis:** *“Designing a product for harvesting manna”*
- **Supervisor:** Dr. Morteza Pourmohamadi

Katūr, also pronounced kahtūr in local Persian varieties of eastern Iran, is a vernacular product traditionally used by local communities and desert dwellers to harvest Persian manna, also known as Taranjebin. However, the existing form of the Katūr suffers from poor functional efficiency and limited sustainability. In addition, the physically demanding and improper posture required during the harvesting process further motivated our attempt to redesign this product, which presents multiple functional and contextual complexities. To address these challenges, morphological analysis was adopted as a systematic solution-finding method to simplify and reorganize the product's functional components. Unlike previous applications of morphological analysis, which have primarily focused on sophisticated industrial products, this study applies the method to the redesign of a non-industrial, traditional device. Using ethnographic research techniques—including listening, observation, and collaboration—the actual needs and specifications of users were identified through several months of direct engagement and close observation of harvesting practices. Based on these insights, we redesigned the product to align with the criteria derived from the morphological analysis, while simultaneously addressing users' needs and preserving the traditional and vernacular character of the Katūr.

## RESEARCH EXPERIENCE

- Feb 2024 - Dec 2025**      **University of Utrecht**, Utrecht, Netherlands. [Full Time](#)  
**Position: Postdoctoral Researcher.**
- Research on community engagement during the time of covid (Interdisciplinary social science)
  - Research on social empowerment in the context of energy transition (Self-regulation lab)
- Sep 2020 - Feb 2024**      **University of Antwerpen**, Antwerp, Belgium. [Full Time](#)  
**Position: Teacher Assistance.**
- Teaching Product Service System Design- Systemic Design
  - Supervising the Applied Research Methodology Course
- Dec 2022 – Dec 2022**      **University of Malmo**, Malmo Regin, Sweden. [Visit](#)  
**Position: Visiting Researcher.**
- Research Exchange-Seminar and Science communication
  - Design Method Validation
- Sep 2018 – Jan 2019**      **University of Windsor**, On, Canada. [Full Time](#)  
**Position: Teacher Assistance.**
- Teaching Design Methods
- Sep 2016 – Jun 2017**      **University of Tehran**, Iran. [Full Time](#)  
**Position: Workshop Instructor** and Deputy Director
- Deputy Director of International Events- the Department of Design
  - Design Researcher
- Sep 2015 - Oct 2016**      **Amirkabir University of Technology**, Tehran, Iran. [Part Time](#)  
**Position: Research Assistant** - National Elite Scholarship
- Design Researcher (Working on my Thies)

## RESEARCH STAYS (short)

- Oct 2025**      • *Oslo School of Architecture and Design, Chair of System-Oriented Design*  
*One-week stay focused on teaching systemic design*
- Jun 2025**      • *Politecnico di Torino, Italy, Department of Architecture and Design*  
*One-week stay focused on a field study of systemic design*
- Sep 2023**      • *Malmö University, School of Media Studies; Interaction Design,*  
*One-week stay & in-depth interviews about the DDC method*

## RESEARCH INTERESTS

- |                          |                                |                          |
|--------------------------|--------------------------------|--------------------------|
| <b>#Strategic Design</b> | <b>#Design psychology</b>      | <b>#Design sociology</b> |
| ➤ Systemic Design        | ➤ Ergonomics and Design        | ➤ Design Anthropology    |
| ➤ Social Innovation      | ➤ Design and Behavioral Change | ➤ Design for Inclusivity |

## SELECTED HONOURS AND AWARDS

- |                 |   |
|-----------------|---|
| <b>Aug 2018</b> | <ul style="list-style-type: none"> <li>• <i>UWindsor international young researcher scholarship</i>, Department of Graduate Studies, Industrial Manufacturing and Systems Engineering, ON, Canada, 8000 CA</li> </ul>                                       |
| <b>Dec 2016</b> | <ul style="list-style-type: none"> <li>• <i>Outstanding Student of Master's Degree</i>, Industrial Design, Department of Exceptional Talent and Olympiads, Amirkabir University of Technology, Tehran, Iran.</li> </ul>                                     |
| <b>Sep 2015</b> | <ul style="list-style-type: none"> <li>• <i>Master Admission by Exceptional Talents offer</i>, Admission without Entrance Examination in Iran, Department of Exceptional Talent and Olympiads, Amirkabir University of Technology, Tehran, Iran.</li> </ul> |
| <b>Sep 2015</b> | <ul style="list-style-type: none"> <li>• <i>Iranian Elite Foundation Scholarship Award</i>, National Foundation of Elites, Tehran, Iran. Value.</li> </ul>  |
| <b>Jul 2014</b> | <ul style="list-style-type: none"> <li>• <i>Ranked 20th in Iran National Olympiad</i>, Ministry of Science, Research &amp; Technology, National Organization for Education Testing, Tehran, Iran.</li> </ul>  |
| <b>Sep 2014</b> | <ul style="list-style-type: none"> <li>• <i>Outstanding Student of bachelor's Degree</i>, Industrial Design, Tabriz Islamic Art University, Tabriz, Iran.</li> </ul>  |
| <b>May 2000</b> | <ul style="list-style-type: none"> <li>• <i>Honorable Diploma for Successful Creative Work</i>, 1<sup>st</sup> International Children and Young Adult Art Exhibition, Ministry of Culture, Tehran, Iran.</li> </ul>   |

## CERTIFICATES (selected)

- |                 |   |
|-----------------|---|
| <b>Jun 2023</b> | <ul style="list-style-type: none"> <li>• <b>Design &amp; Transition Summer School - Erasmus University Rotterdam</b>- The Netherlands(3Cr)</li> </ul>   |
| <b>Feb 2022</b> | <ul style="list-style-type: none"> <li>• <b>Summer School- Social City Design- University of Antwerp</b>- Belgium (instructor)</li> </ul>   |
| <b>Jan 2021</b> | <ul style="list-style-type: none"> <li>• <b>Winter School-Sustainability in Businesses- KBC</b>- Belgium, Brussels (2Cr)</li> </ul>   |
| <b>Jun 2018</b> | <ul style="list-style-type: none"> <li>• <b>Design and Service- System Engagement, Linköping University</b>, Linköping, Sweden (9Hr)</li> </ul>   |
| <b>Jun 2018</b> | <ul style="list-style-type: none"> <li>• <b>Culture Sensitive Design</b>- Online master course, <b>TU Delft</b>, Delft, Netherlands (3Cr)</li> </ul>  |
| <b>Mar 2016</b> | <ul style="list-style-type: none"> <li>• <b>Creative Work</b>, Certificate of Participation, <b>La Triennale di Milano</b>, Milan, Italy.</li> <li>• <b>Service Design</b>, Intensive course by Namahn Group, <b>Namahn</b>, Tehran, Iran.</li> </ul> |

## PUBLICATIONS

1. **Nedaei, M** (Pending for Submission... ) A systems-thinking approach to collective decision-making in crisis preparedness: Lessons learned from theory to leverage points for action, Manuscript in preparation.
2. **Nedaei, M** (Pending for Submission... ) Co-Designing a Serious Game: Lessons from Organization to Campaigning with Communities for the Energy Transitio, Manuscript in preparation.
3. **Nedaei, M** (Under-Review), Alexis Jacoby, Design-Driven Conflicts: Dialogical Toolkits for Systemic Design Projects – A Case Study on Energy Vulnerability in Iran.
4. **Nedaei, M** (2025), Alexis Jacoby, Design-Driven Conflicts: Emergence of a Cooperative Culture During Times of Crises- A Narrative Simulation Appraoch. Systemic Practice and action Research.
5. **Nedaei, M** (2023), Alexis Jacoby, Design-Driven Conflicts: A Design-Oriented Methodology for Mindset and Paradigm Shifts in Human Social Systems. Systems, 11, 226
6. **Nedaei, M** (2022), Alexis Jacoby, Els Du Bois, Design-Driven Conflicts: Exploring the Contribution of Design for Constructing Social Controversies from a Theoretical Standpoint, Societies,
7. Van Ael. K, Jacoby. A, **Nedaei, M** and Jones. P (2021), Exploring the Activity Network Tool: Understanding and Embracing the Tensions Between Systems, Proceedings of Relating Systems Thinking and Design.
8. Dianat. I, Asadollahi. S, **Nedaei, M.** (2019). Evaluation of design alternatives for sewing scissors with respect to hand performance, discomfort, and usability, International Journal of Occupational Safety and Ergonomics.
9. Dianat. I, Bakhtiari, N., **Nedaei, M.** (2019). Ergonomic design and evaluation of masons' trowels for construction work. International Journal of Human Factors and Ergonomics.
10. Dianat. I, Asadollahi, S., **Nedaei, M** (2018). Electromyographic evaluation of different handle shapes of masons' trowels, International Journal of Occupational Safety and Ergonomics (2).
11. Asadollahi. S, Dianat. I, **Nedaei, M.** (2018). Effects of handle shape of sewing scissors on user performance, tool usability, and hand and finger discomfort. Iran Occupational Health.

12. Asadollahi, S, Dianat, I, **Nedaei, M.** (2017). Ergonomic Design and Evaluation of Fabric Cutting Scissors with Regard to Pinch Force and Wrist Posture, Iranian Journal of Ergonomics.
13. Dianat, I, Rahimi, S, **Nedaei M.**, Asghari Jafarabadi, M., Oskouei, A. (2017) “Effects of Tool Handle Dimension and Work Piece Orientation and Size on Wrist Ulnar/Radial Torque Strength, Usability and Discomfort in a Wrench Task”, Applied Ergonomics.
14. Dianat, I, Asadollahi, S. **Nedaei, M.** (2017) Ergonomic investigation of bent-handle fabric scissors, Work.
15. Dianat, I, **Nedaei, M.**, Mostashar Nezami, A. (2015) “The Effects Of Tool Handle Shape On Hand Performance, Usability and Discomfort Using Masons’ Trowels”, International Journal of Industrial ergonomics.

## PATENT

Sep 2018

- Manna harvesting- boltering ergonomic machine by Moein Nedaei and Yalda Shams Ahmadi., Ir Patent, No 93870, March 2018

## INDUSTRIAL EXPERIENCES

May 2019 – Sep 2019

**Nilper Furniture Manufacturing Group**, Tehran, Iran. [Full Time](#)

**Position:** Experience Designer

**Duties:**

- NPDt New Product Development Team

**Website:** <https://nilper.com/index.php/en>

## LANGUAGES SKILLS

**English** (Fluent)

**Dutch** (Familiar- A2)

**Persian** (Native)

**Arabic** (Familiar- B2)

## COMPUTING SKILLS

### ➤ Professional Software:

- CAM
- PSC
- MIRO
- KUMU

### ➤ General Applications: Microsoft office (Word, PowerPoint), MS project.

## DESIGN SKILLS

- Sketching, Presenting, and Prototyping
- Idea Generation, classification, and selection techniques
- Culture Sensitive Design Methods
- Participatory Action Research
- Cognitive Affective Map (CAM)
- Storyboard and User scenario, Probs and Diaries
- Context & Stakeholders Mapping
- Systemic Design Methods
- Co-Simulation and Narrative Building
- Design Driven Conflicts (Dialogic Sensemaking)

