M.N. | Academic CV

Surname: Nedaei
Name: Moein
DOB:

Mob:
E-mail: moeinnedaei@gmail.com
Website: https://moeinnedaei.nl **Location:** Utrecht-NL

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

Sep 2014 – Oct 2016

Amirkabir University of Technology, Tehran, Iran

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

Award: Achieved 1st rank in MSc Class

- Thesis: Evaluating The Effect Of Aesthetics On Product Sustainability
  Supervisor: Prof. Dr. Saeed Mansour

Sep 2010 – Aug 2014

Tabriz Art University, Tabriz, Iran

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

Award: Achieved 1st rank in BA Class

- Thesis: Designing A Product For Harvesting Manna
  Supervisor: Dr. Morteza Pourmohamadi

RESEARCH & TEACHING EXPERIENCE

Jan -2026 – Sep 2026

In collaboration with Chalmers University of Technology, Remote, *Full Time*
Position: Senior Researcher- Design for Disagreement

- Secured Funding For Research Projects Addressing Societal Challenges- The Iran Cluster
- Led The Writing And Dissemination Of Academic Outputs

Jan 2024 – Dec 2025

University of Utrecht, Utrecht, Netherlands. *Full Time*
Position: Postdoctoral Researcher

- Community Engagement During The Time Of Crisis (Interdisciplinary Social Science)
- Research On Social Empowerment In The Context Of Energy Transition (Self-Regulation Lab)

Sep 2020 – Jan 2024

University of Antwerpen, Antwerp, Belgium. *Full Time*
Position: Teaching

- Teaching Product Service System Design- Systemic Design
- Supervising the Applied Research Methodology Course

Dec 2022 – Dec 2022

University of Malmö, Malmö Region, 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: Teaching

- Teaching Design Methods to Engineering Students
- Researcher in Human Centered Design Lab

Nov 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 and Teaching Assistant

Jan 2016 – Dec 2016 **Azad University of Mashhad,** Mashhad, Iran. *Part Time*
Position: Teaching – Architecture Department

- Teaching Design Methods to Art & Design Students

Sep 2015 – Jun 2016 **Amirkabir University of Technology,** Tehran, Iran. *Part Time*
Position: Research Assistant - National Elite Scholarship

- Design Researcher (Working on my final project)

RESEARCH EXCHANGE

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

Strategic Design
- Systemic Design
- Design Methodology

Design Psychology
- Design & Organization
- Behavioral Design

Design Sociology
- Design & Governance
- Design, Power & Politics

HONOURS AND AWARDS (Selected)

Dec 2016
- Outstanding Student of Master's Degree, Industrial Design, Department of Exceptional Talent and Olympiads, Amirkabir University of Technology, Tehran, Iran.

Sep 2015
- Master Admission by Exceptional Talents offer, Admission without Entrance Examination in Iran, Department of Exceptional Talent and Olympiads, Amirkabir University of Technology, Tehran, Iran.

Jul 2014
- Ranked 20th in Iran National Olympiad, Ministry of Science, Research &Technology, National Organization for Education Testing, Tehran, Iran.

Sep 2014
- Outstanding Student of bachelor's Degree, Industrial Design, Tabriz Islamic Art University, Tabriz, Iran.

May 2001
- Honorable Diploma for Successful Creative Work, 1st International Children and Young Adult Art Exhibition, Ministry of Culture, Tehran, Iran.

FUNDING AND FELLOWSHIPS (Selected)

Awaiting Submission
- **COST Action Proposal –** Application Preparation

Sep 2018
- **Community-funded initiative,** Designers Must Act, Approx. €30,000

Dec 2016
- **Uwindsor International Young Researcher Scholarship,** Department of Graduate Studies, Industrial Manufacturing and Systems Engineering, ON, Canada, $CA 8000

Dec 2016
- **Iranian Elite Foundation Scholarship Award,** National Foundation of Elites, Tehran, Iran. Value (amount in IRR)

CERTIFICATES (Selected)

- **Jun 2023** • **Design & Transition Summer School** - Erasmus University Rotterdam- The Netherlands (3cr)
- **Feb 2022** • **Summer School- Social City Design**- University of Antwerp- Belgium (co-instructor) (2Cr)
- **Jan 2021** • **Winter School-Sustainability in Businesses-** KBC- Belgium, Brussels (2Cr)
- **Jun 2019** • **Design and Service- System Engagement,** Linköping University, Linköping, Sweden (9Hr)
- **Feb 2017** • **Culture Sensitive Design**- Online Master Course, TU Delft, Delft, Netherlands (3Cr)
- **Mar 2016** • **Creative Work**, Certificate of Participation, La Triennale di Milano, Milan, Italy
- **Dec 2015** • **Service Design**, Intensive Course by Namahn Group, Namahn, Brussels, Belgium (2Cr)

PUBLICATIONS

Work in Progress …

1. **Nedaei, M** (Working Paper), Bijan Aryana, Nargess khodabakhshi, Negin Yashmi, Mehrnoosh Mirzaei, Mapping Key Archetypes in Iranian Social Movements: Power, Legitimacy, and Resource Allocation in a Contested Social System.
2. **Nedaei, M** (Working Paper), Maziar Rezai. Bijan Aryana., Nudging Through Community in Politically Sensitive Times: Lessons from Coordinating an Open Letter During the 2025–2026 Iranian Uprising

Work Under Review

3. **Nedaei, M** (In Revision), Ioannis Lampropoulos, Denise Ridder, Marleen Gillebaart., Co-Designing an Energy Transition Campaign: Systemic Design for Cross-Sectoral Collaboration and Organizational Empowerment, Design Science.
4. **Nedaei, M** (In Revision), John de Wit, Marijn Stok, Denise Ridder, Marleen Gillebaart., A Systems-Thinking Approach to Crisis Decision-Making: Lessons learned from a theory guided review of literature, health research policy and systems.

Work Published or Accepted

5. **Nedaei. M** (Accepted), Systemic Design in Times of Crisis: Fostering a Collaborative Culture under Conditions of Energy Vulnerability in Northeastern Iran, Systems Research and Behavioral Science.
6. **Nedaei. M** (2025), Alexis Jacoby, Design-Driven Conflicts: Emergence of a Cooperative Culture During Times of Crises- A Narrative Simulation Approach. Systemic Practice and action Research.
7. **Nedaei. M** (2023), Alexis Jacoby, Design-Driven Conflicts: A Design-Oriented Methodology for Mindset and Paradigm Shifts in Human Social Systems. Systems, 11, 226
8. **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,
9. 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.
10. 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.
11. Dianat. I, Bakhtiari, N., **Nedaei. M**. (2019). Ergonomic design and evaluation of masons' trowels for construction work. International Journal of Human Factors and Ergonomics.
12. Dianat. I, Asadollahi, S., **Nedaei. M** (2018). Electromyographic evaluation of different handle shapes of masons' trowels, International Journal of Occupational Safety and Ergonomics (2).
13. 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.
14. 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.
15. 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.
16. Dianat. I, Asadollahi. S. **Nedaei. M.** (2017)Ergonomic investigation of bent-handle fabric scissors, Work.
17. 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

Jan 2026 – Sep 2026

Product Onwer, Netherlands. *Part Time*
Position: Digitalzation of a Systemic Design Method (the DDC)
- Valorization And Digitalization Of The Design-Driven Conflicts (DDC)
- Coordinating Technical Processes With A Software Developer

May 2018 – Sep 2018

Nilper Furniture Manufacturing Group, Tehran, Iran. *Full Time*
Position: Experience Designer
- Designed Furniture Products, Service Experiences, And Customer Journey Solutions To Enhance User Satisfaction And Business Value

Dec 2014 – Sep 2015

Afagh Group (Footwear), Tabriz, Iran. *Internship*
Position: Industrial Designer
- Designed And Developed New Footwear Products From Initial Concept Through Prototyping And Production

LANGUAGE SKILLS

English (Fluent) **Dutch** (A2)
Persian (Native) **Arabic** (A2)

SYSTEMS SKILLS

- **Professional Software:** CAM (cognitive affective), MIRO, MURAL, KUMU
- **General Applications:** Microsoft Office (Word, PowerPoint), MS Project.

RESEARCH SKILLS

- **Research Methods:** Participatory Action Research, Dialogic Methods, Roundtable Discussions, Focus Groups, Ethnography, Panel Discussions, In-Depth Interviews, Visualization, Speculative Methods, Observation, and Theory Building
- **Analysis Methods:** Content Analysis, Thematic Analysis, Hermeneutic Analysis, Discourse Analysis, Ethnographic Analysis, Systems Mapping, Resource Mapping, Power-Relations Mapping, AI-Assisted Scenario Analysis, and Temporal Analysis

TEACHING & SUPERVISION SKILLS

- **Teaching:** Studio-Based Teaching, Reflective Teaching, Inquiry-Based Teaching, Research-Led Teaching, Workshop Facilitation, Intercultural & Inclusive Teaching
- **Supervision:** Individual & Group Supervision, Project-Based Supervision, Interdisciplinary Supervision, Formative (iterative) & Reflective Critique, Academic Mentoring

DESIGN SKILLS

- Sketching, Presenting, and Prototyping
- Idea Generation, classification, and selection techniques
- Culture Sensitive Design Methods
- Cognitive Affective Map (CAM)
- Storyboard and User scenario, Probes and Diaries
- Context & Stakeholder Mapping
- Systemic Design Methods
- Co-Simulation and Narrative Building

REFERENCES

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Portfolio **Google Scholar** **Linkedin**