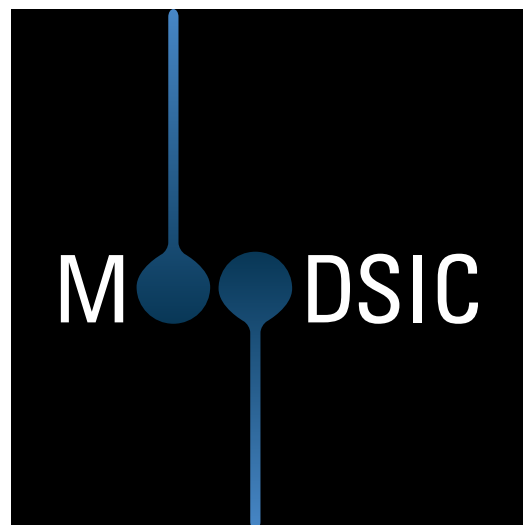


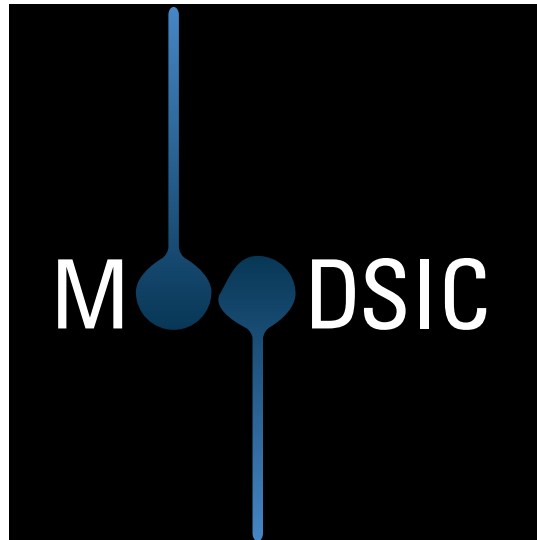
Interaction design Portfolio

Ali Dehghanpour

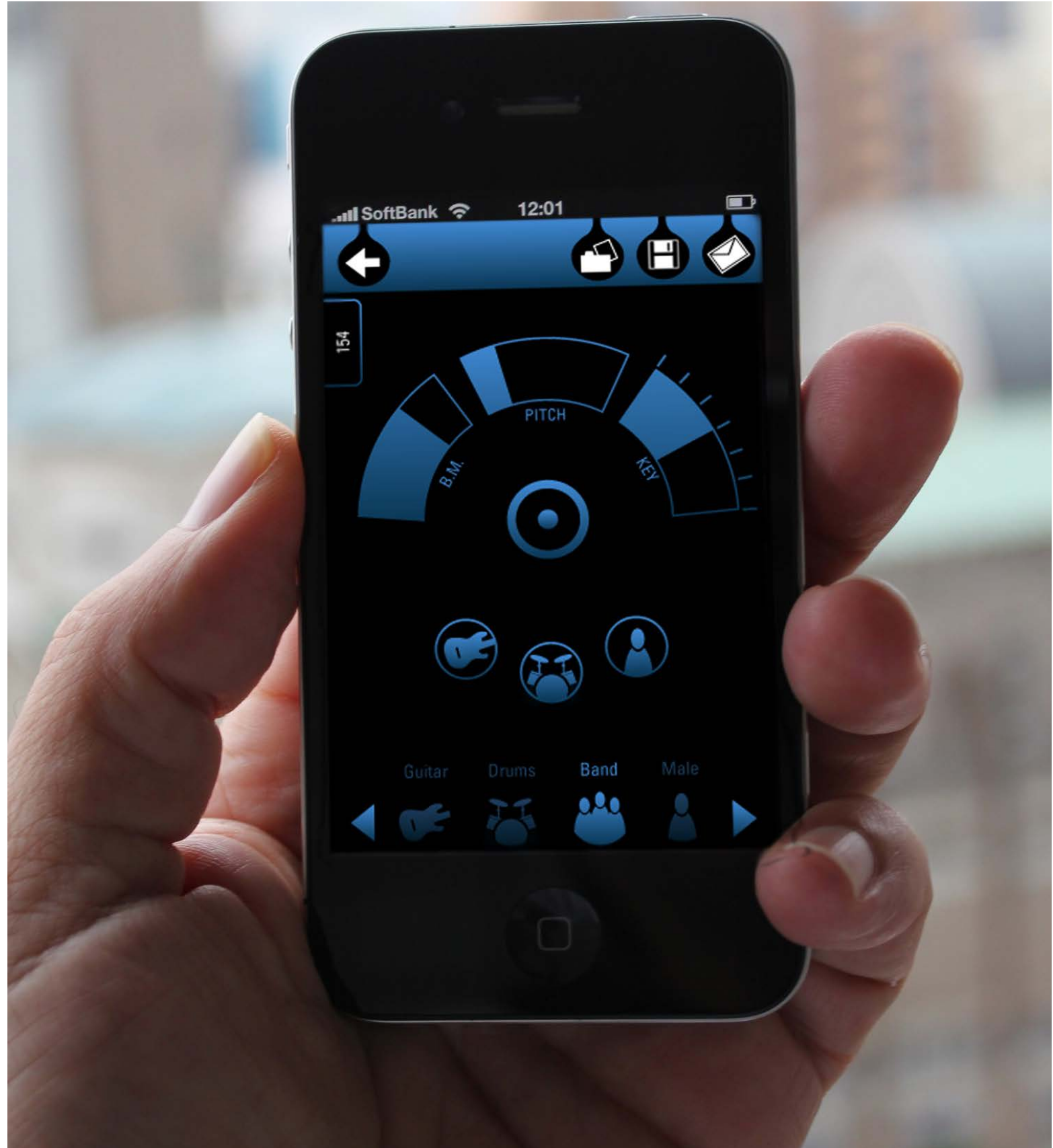


Hi, I'm Ali. I've got my master degree in interaction design from Malmo university, Sweden. Since my graduation in 2011 I've been working and almost 2 years ago I joined Atlas copco Industrial design competence center as Interaction designer.





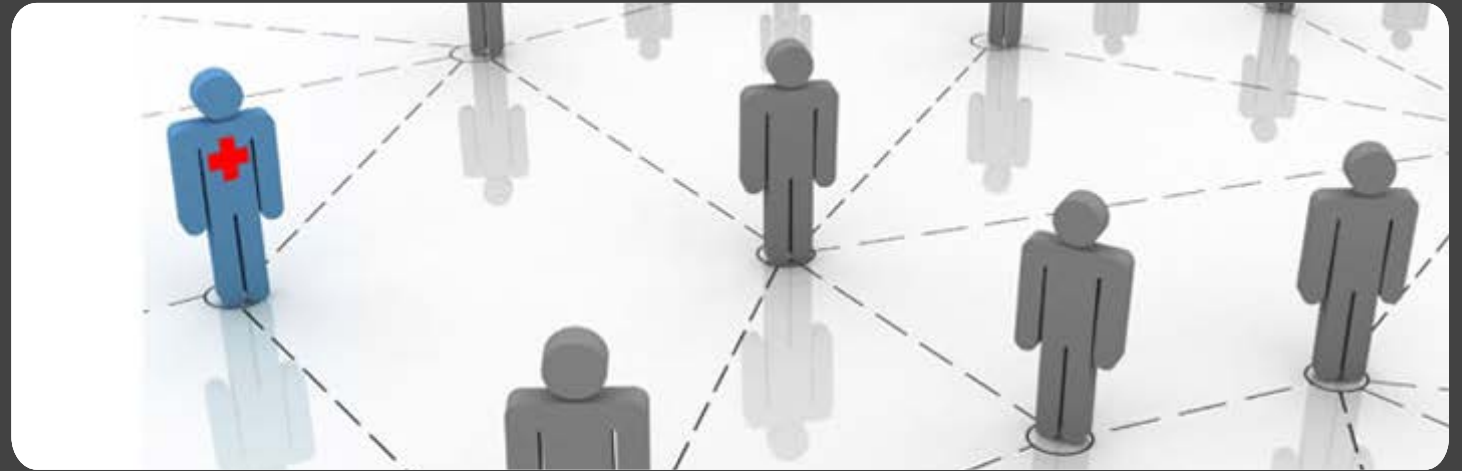
Nowadays if you want to search for music you don't have many options, search based on genre, Artist and time. Based on these criteria the process of finding music that you want at specific moment could be very time consuming and not necessarily fruitful and you probably would lost your mood and moment will pass. What makes Moodsic different from other media player is its ability to search for the music based on totally different criteria, your mood. Through manipulating a sample sound via BPM, Pitch and Frequency, moodsic helps you to create a sample file close to your mood at the moment. Moodsic also uses other common search criteria. Using these input moodsic generates a playlist that suits your current mood best. You can also edit the playlist and helps moodsic to give you better results next time.





One Family
One Rescuer

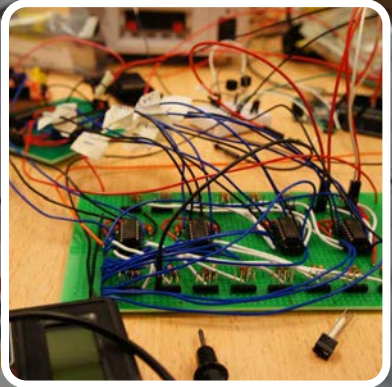
Tehran has around 6000 fire fighters and 15,000,000 inhabitants. A simple math will reveal that in case of earthquake there won't be enough people to help the victims. So the goal of this project was to design a service that educate at least a member of each family so that in case of natural disaster the number of victims decrease. The service offers different levels of educations and courses sponsored by different stake holders in the project such as Municipality, Red Cross, Housing Companies. In the first level the aim is to educated citizens with enough information to be able to help their family members in the first moments of accident and later on help others and also give more time to SAR teams (Search and Rescue) to help more emergency cases. The second level or "National Hero" program aims for training people to become professional SAR members.





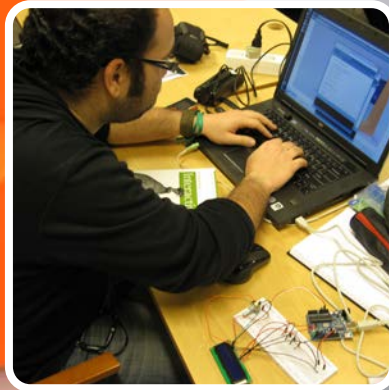
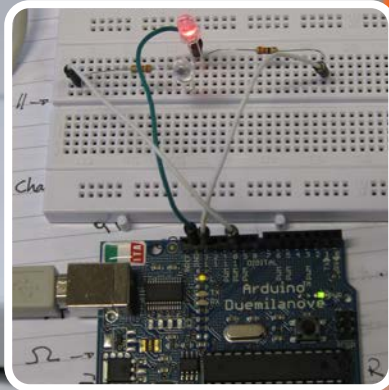
“Travelling voices” was a sound installation for Grand opening of Malmö City Tunnel in Dec 2010. The physical installation is comprised of two tracks that will interact with the users through 2 stimulated trains. Embedded into the track are interaction points that are synced with an audio system, so while moving the trains, a sound from the point of the city related with the train position will be played through the speakers.

The two users can move the trains at the same time creating a sound scape with the characteristic sounds from different parts of the City, and playing, trying to guess where the sound comes from. Travelling is about getting to experience new people, cultures and Hopefully gaining new insights about the world around us. Built into the installation were recordings from the future stations and neighbouring areas. Interaction with the installation will connect travellers with parts of Malmö. They may have never experienced before, or at least not usually, putting attention to the sound scape. For us the soul of travel was about the exploration of our surroundings, getting to know a new area by their sounds. Going beyond the idea of discovery we felt a need to build a connection and wanted to use multiple players to interact in creating a collaborated sound scape. The design was to connect the player in simulation similar to what city tunnel was aimed to make with the neighbourhoods it connects.





Ever wondered why time flies when you are happy and why it stands still when you want it to pass as fast as possible? Our perception of time is subjective and may differ regardless of the fact the time won't slow down or speed up in reality (unless you travel as fast as light!) Wouldn't it be great if you could slow down time to cherish a joyful moment? The clock plays with the time scale. When you are happy the clock will show you the time in different time scale and you think that time stands still. When you are sad the clock will show you the time in Minutes, Seconds and Milliseconds and time passes very quickly and sad moments will be over soon.



Bio:

Born in 1983, Tehran,Iran.

BA and MA Industrial Design (Art University Tehran, Iran, 2001-2008)

MA Interaction Design (Malmö University , Sweden, 2009-2011)

Work Experiences:

- Sar Design Group, Researcher and Designer (2003-04)
- Vira Design Group, Interior , exhibition designer (2004-06)
- Chargoon, Interaction Designer (2012-2013)
- Atlas Copco, Interaction Designer (2012-now)

Publications:

1) Analysis of Correspondence between Nokia mobile phone' aesthetics characteristics,Functional features and price levels in Iran's Market-IASDR 07.(Co-author)

2) A Mobile Phone Brand's Strategy, Trends and Potentials by Quantification Type I I I -The Third International Conference on Design Principles and Practices 2009.(Co-author)

3) Interactive Persepolis: A Study on Role of Interaction Design in Cultural Heritage Tourism
SIDeR09: Flirting with the Future.(Co-author)

4) Analytical method to evaluating brands strategy, their trends and potentials for product development
Proceedings of the First International Conference on Integration of Design, Engineering and Management for innovation IDEMI09.(Co-author)

I can speak:

Persian

English

German (intermediate)

Spanish (basic)

**YES, I'M A DREAMER
FOR A DREAMER IS ONE
WHO CAN FIND HIS WAY IN THE MOONLIGHT AND SEE THE DAWN
BEFORE THE REST OF THE WORLD**

OSCAR WILDE