

DESIGN

PORTFOLIO

DESIGNER SAMANEH SANEIPOOR



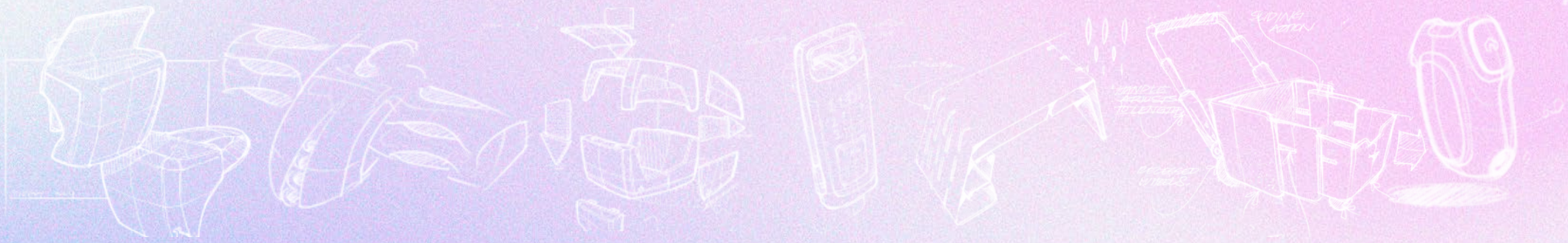
Hi,
I'm Samaneh Sanaeipoor

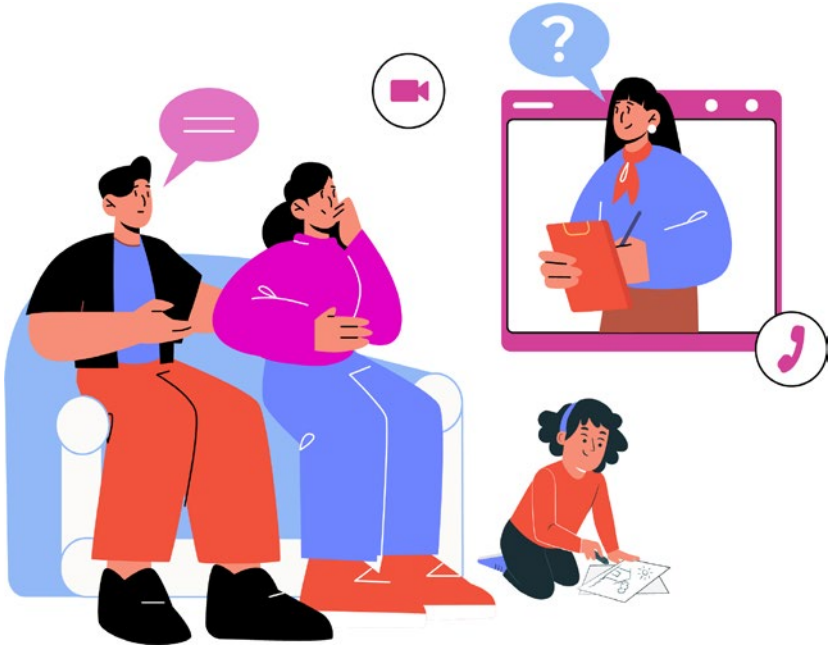
I'm an interdisciplinary designer working at the crossroads of society, technology, design, and art.

Throughout my professional life, I've had the chance to work with companies to validate, prototype, and design digital and physical products that help people to improve their lives.
I thrive in finding simple and creative solutions to complex problems. My ability to learn quickly and adapt to new technologies has been extremely beneficial.

In my spare time, I enjoy reading, regularly cycling around my city, and sometimes partaking in charity walks to help the community and stay fit and healthy. I also enjoy photography of urban life and GARBAGES!

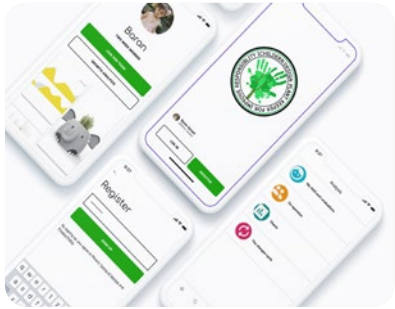
MY DESIGN
MY ADVENTURE ...











UX Design Product-Service Design Pedagogy of Play

Parenting plan and consultation website and service design, along with a uniquely designed vase to improve the sense of responsibility in children.

http://parentingplan.ir/index

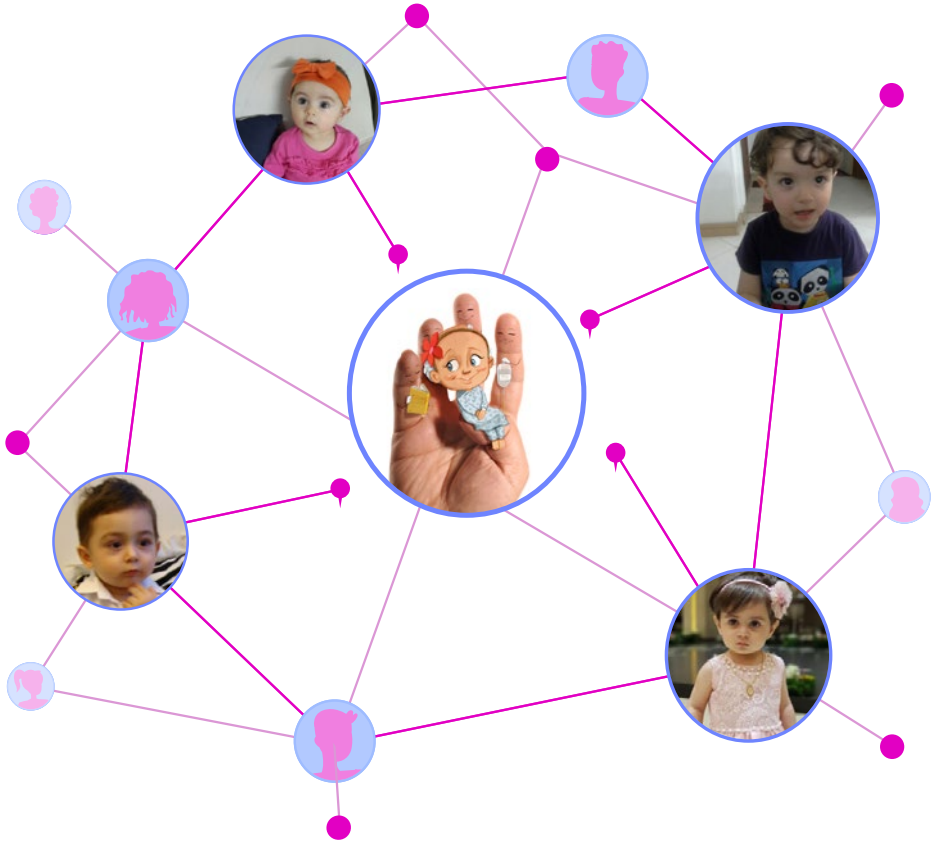
Pedagogy of Play - PoP

Children-Centered Design (play and learn)



The key factor of the project is simplicity, and children like to pay attention to a small area, so every object must be in a specific area to decrease the sense of bored. For building interaction between the child and the plant, we need the support and attention of parents, and through them, we must set priorities (the order of the things the child should do). Developing a sense of motivation and a sense of belonging can enhance the child's interaction with the plant and improve their sense of responsibility, as well as the child's understanding of being unable in comparison with the being comfortable concept. If the child feels she or he is a hero in an exemplary performance, they would feel responsible. If keeping plants combine attractive factors such as play, we will have better feedback (when the sense of belonging to the child is created, or the child's play is merged, or it is like a competition). We should look for factors rather than encouragement and punishment. These two cannot act as stimuli. Feedback will be negative if the designed product for the child does not fit the child's mood.

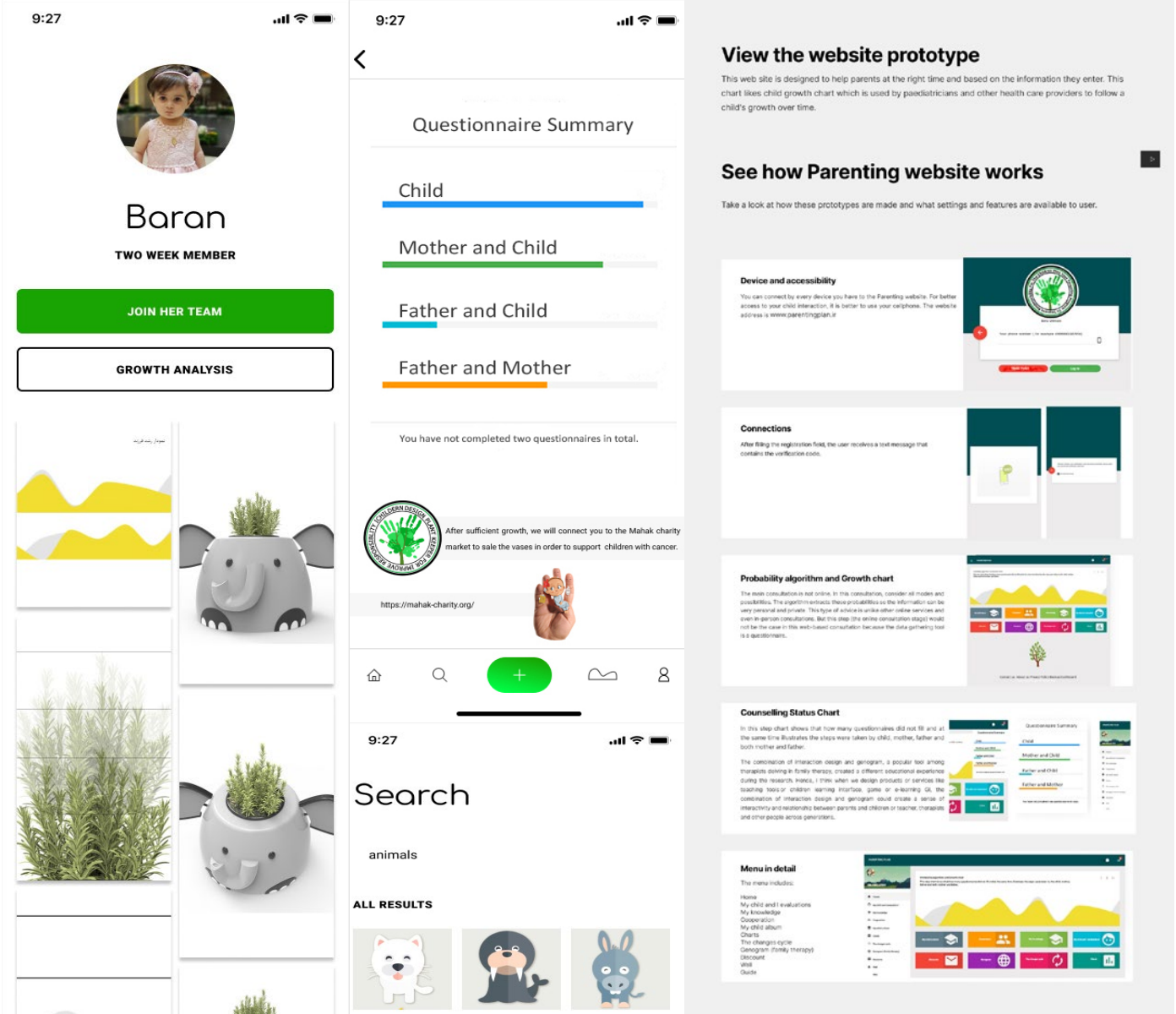
In this project, the motivation is the Mahak organization and its charitable activities. The Mahak Society to Support Children with Cancer is a non-governmental organization in Tehran dedicated to helping Iranian children with cancer.



Parenting Plan Children Responsibility Environmental Issues



The aim of this project is to show how parents can improve Non-cognitive skills such as Affection, Sociality, Freindship, and Responsibility. There is a direct relationship between taking care of a plant by children and a sense of responsibility. Additionally, those skills can prepare children for their social responsibility and explain how they can protect the environment.



ParentingPlan Website & App

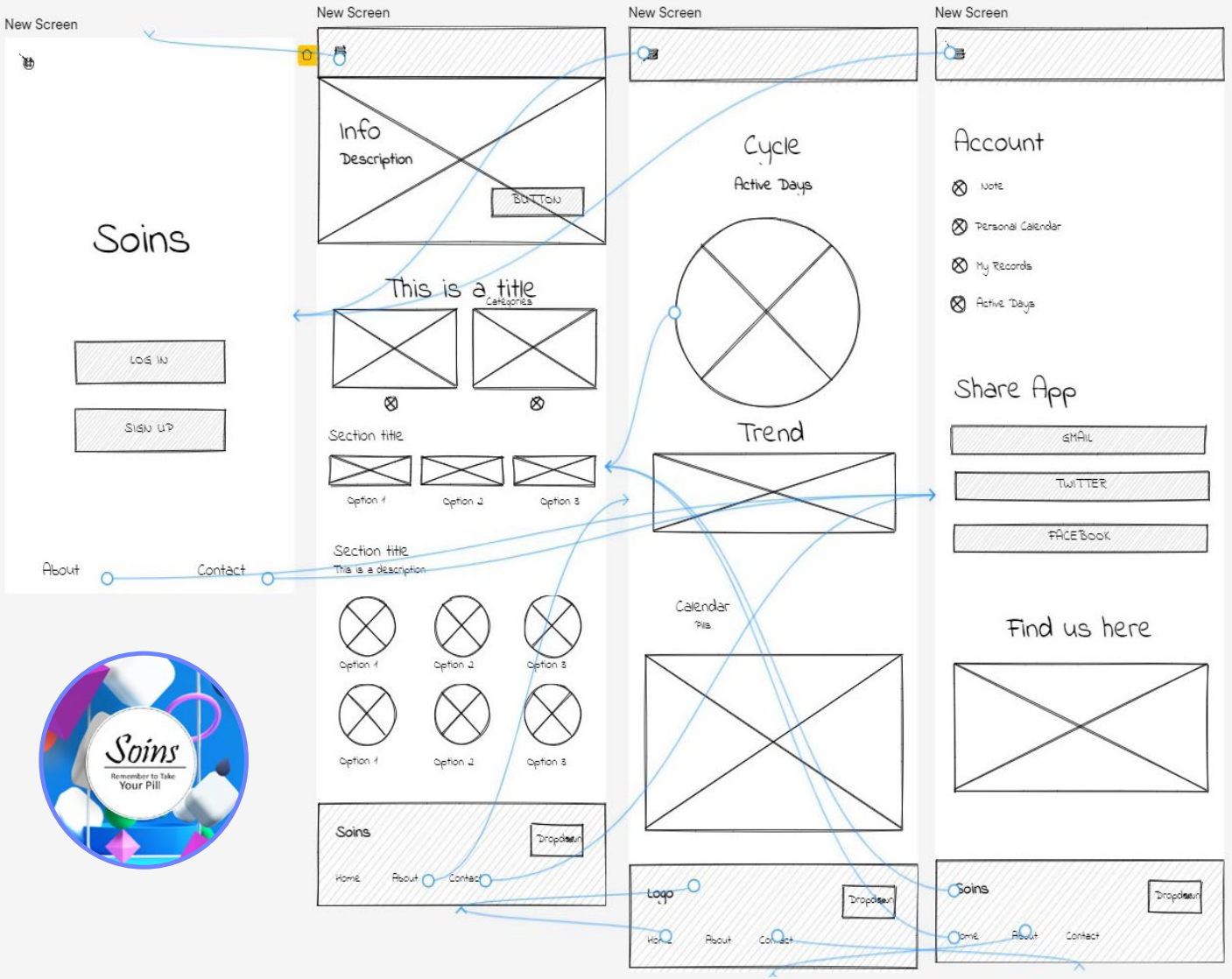
The website was designed to help parents at the right time and based on the information they enter. This chart is similar to a child growth chart which is used by pediatricians and other healthcare providers to fol-low a child's growth over time. The main consultation is not online. In the online consultation step, consid-er all modes and possibilities. The algorithm extracts these probabilities so the information can be very personal and private. This type of advice is unlike other online services and even in-person consultations. But this step (the online consultation stage) would not be the case in this web-based consultation because the data gathering tool is a questionnaire. The combination of interaction design and genogram, a popular tool among therapists delving into family therapy, created a different educational experience during the research. Hence, I think when we design products or services like teaching tools or children's learning in-terfaces, games, or e-learning GI, the combination of Interaction design and genogram could create a sense of interactivity and relationship between parents and children or teachers, therapists, and other people across generations.





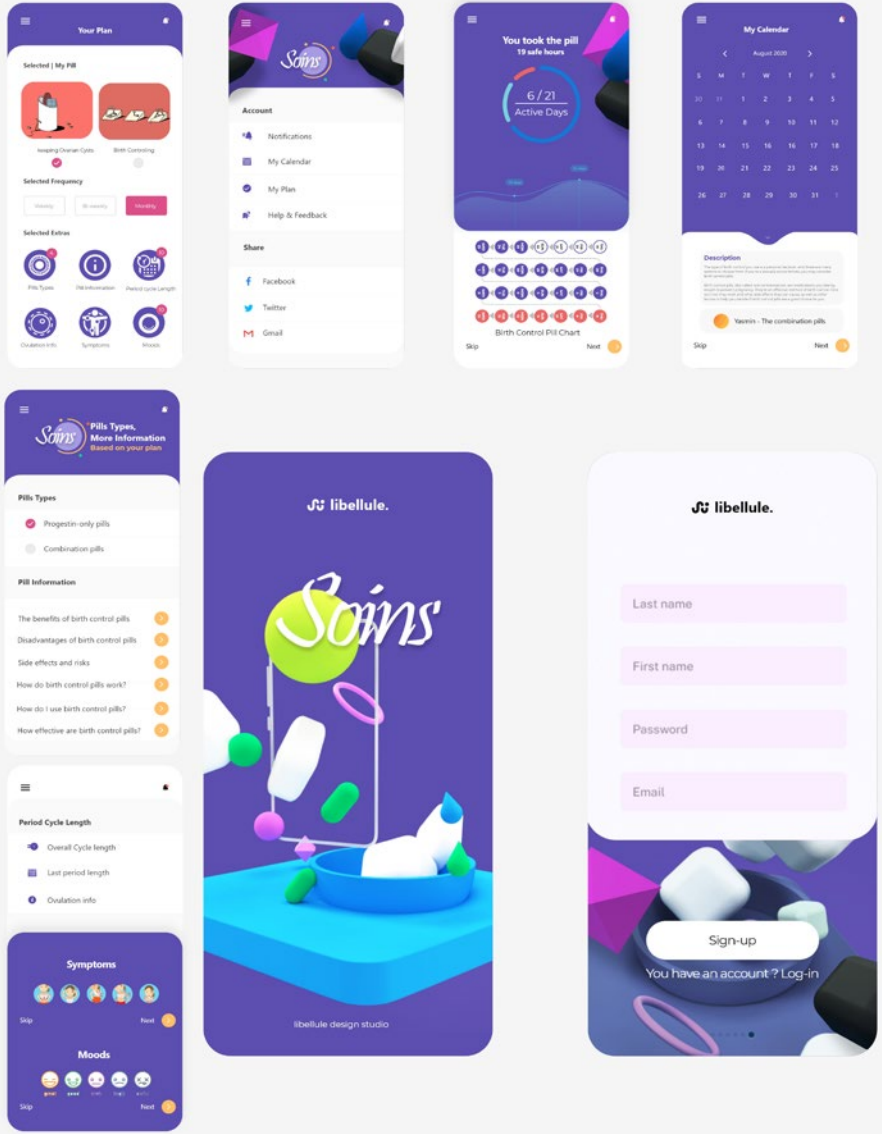
Soins IoMT

Forgetting birth control pills or taking them late is common among some individuals. The Soins reminds a user to take pills. The most common side effect of missing pills is light bleeding or starting your period, which can bring back menstrual cramps.



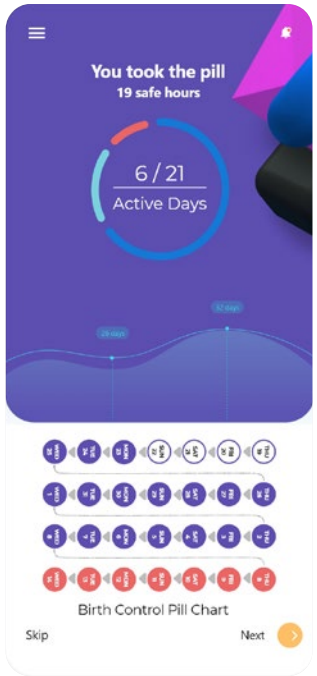
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There is a plethora of Smart app are on the market, but the Soins case can stand out from these as it ditches the futuristic and rigid design that these carry and instead combines the elements of Soins pill-application UI with Soins' pill-pack.



Soins Application

A portable pills storage with the ability to connect to the smartphone application for transmitting information through Wi-Fi is implemented based on the Internet of Medical Things (IoMT) solutions. Portable case for keeping birth protection pills with the ability to connect a smartphone application, IR Iran Patent, 2020.
Identification number: 3290081028472

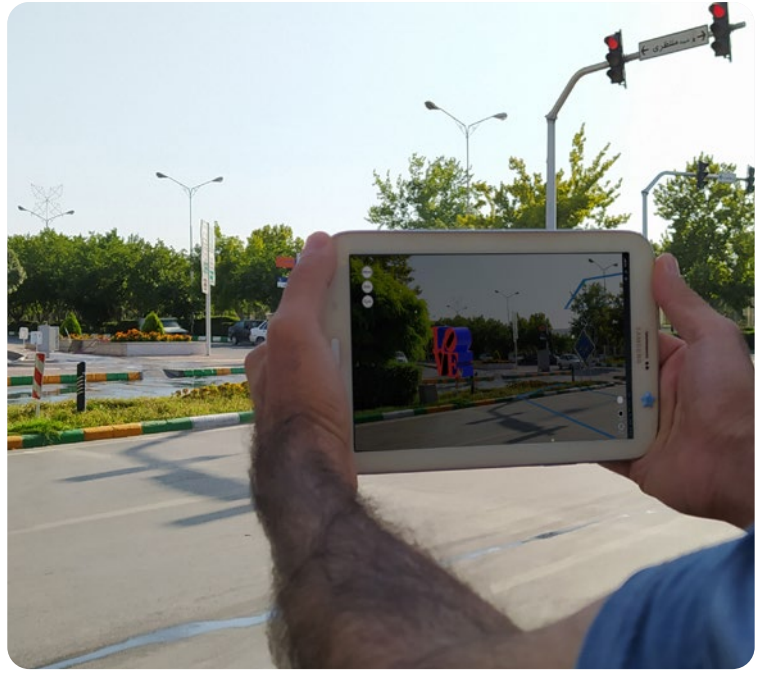






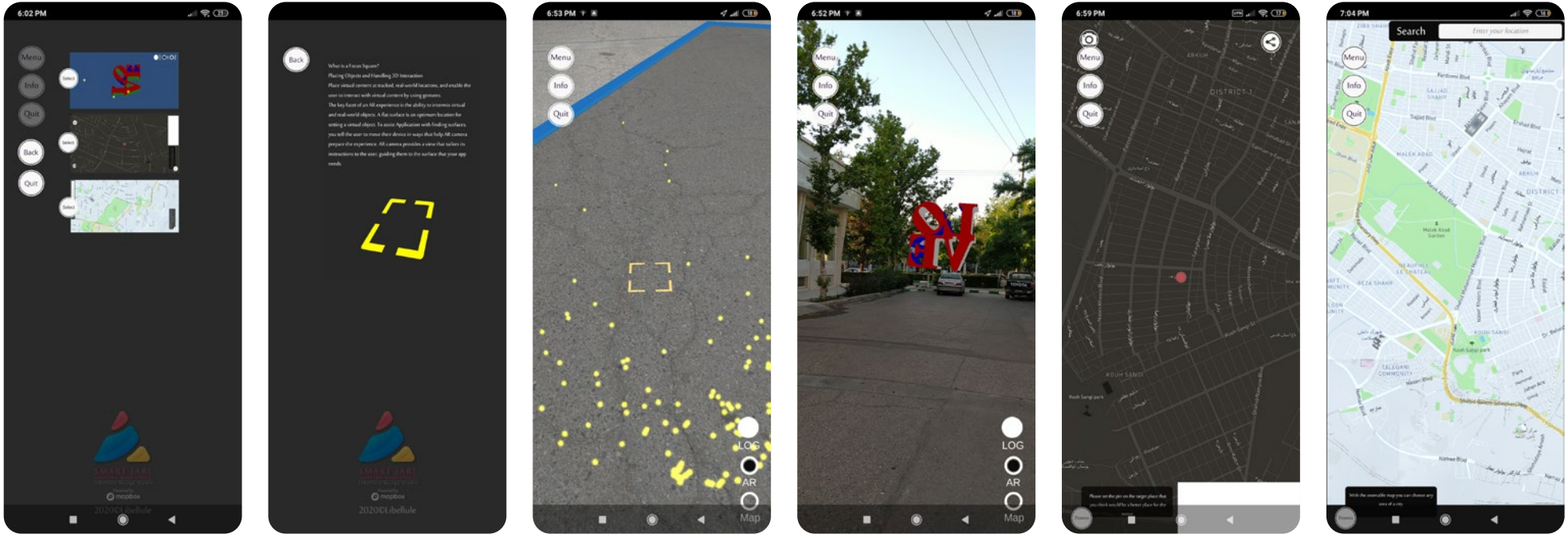






Public Arts / AR Solution

As an initial step to becoming a smart city, municipalities have used a range of applications and platforms, the most useful means of communication, to improve service provisions. This app provides the design, development, and testing of an augmented reality (AR) application for smartphones and tablets that have the main objective of testing citizen understanding of the concept of the digital placemaking approach. In this project, we used augmented reality to provide engaging interactions and information about proposed locations for future public art projects in Mashhad city. The results of the mini-app user engagement are indexed on IEEE.



Smart [AR] Mini-Application

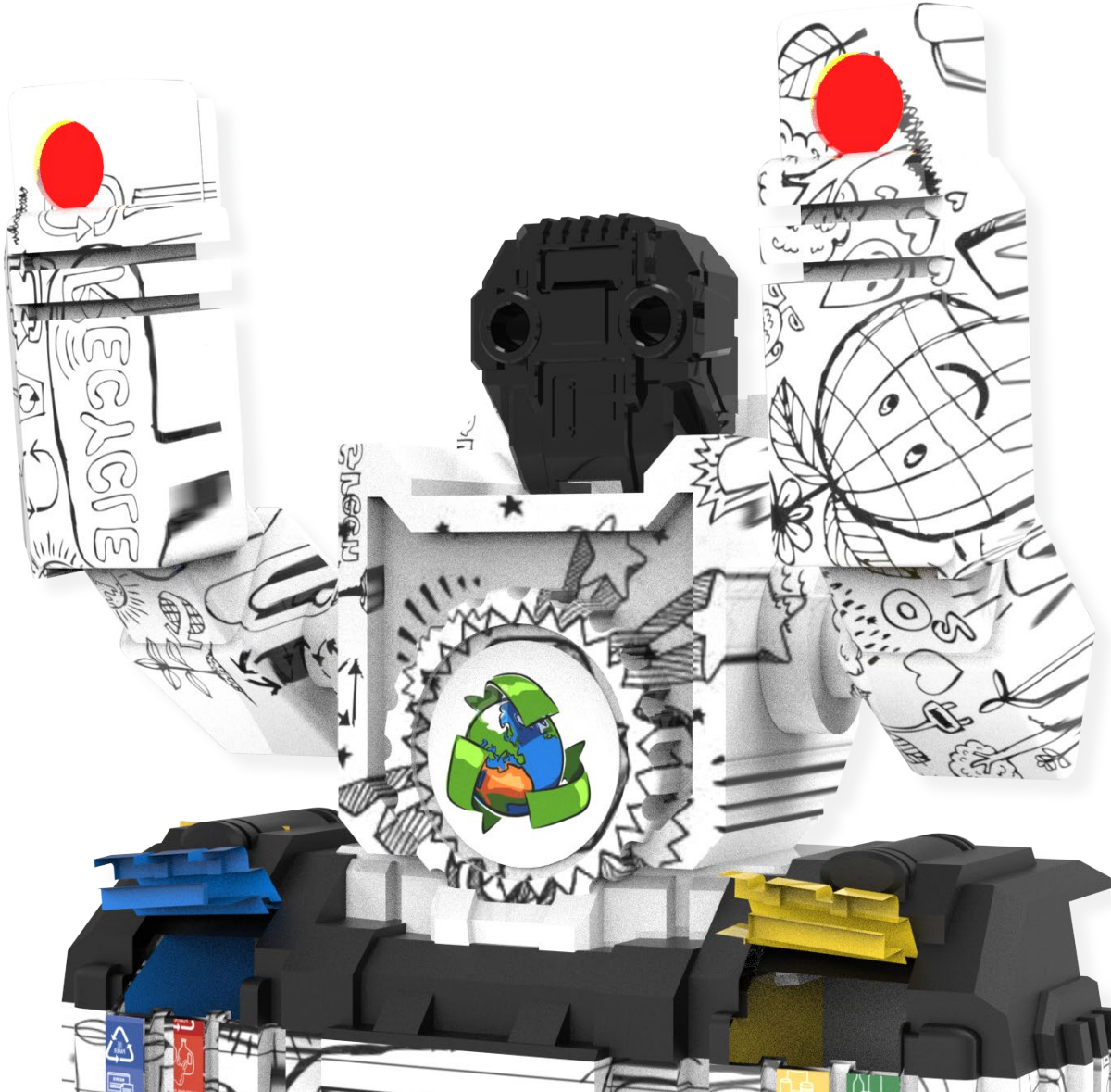
Smart [AR] Mini-Application: Engaging Citizens in Digital Placemaking Approach

https://ieeexplore.ieee.org/abstract/document/9250208



RoboCycle

In this interaction-sustainable design project, incentives, and promotional strategies as significant factors in waste separation projects in commercial environments have been investigated. The research is indexed in:
https://civilica.com/doc/798148



IxD-Interactive Stand

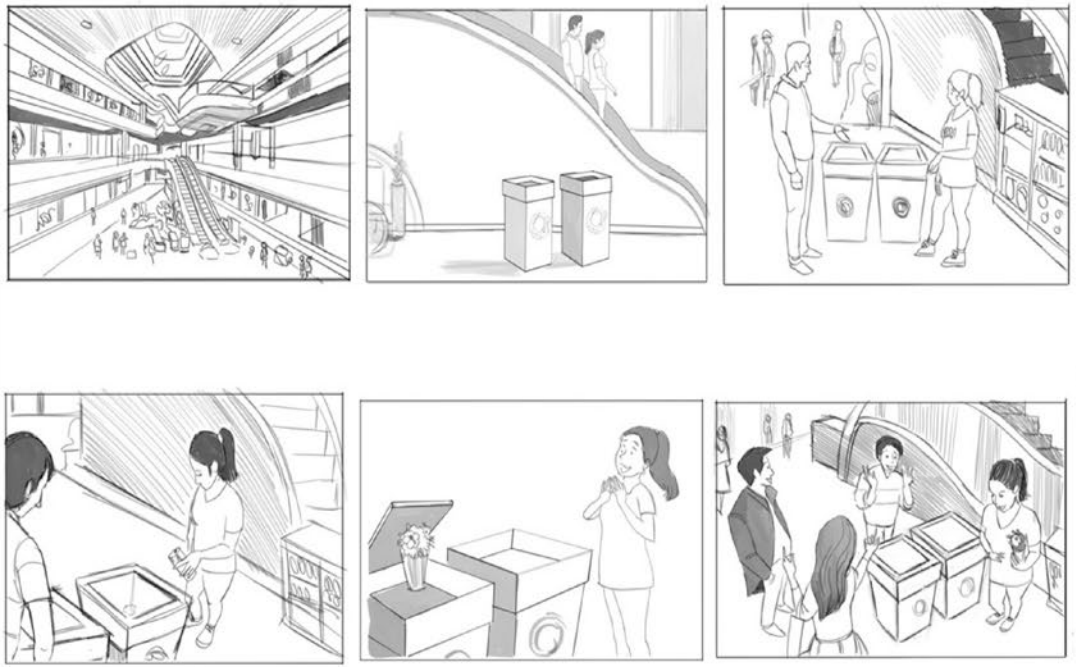
The linkage between IxD & sustainable design. A perspective that is termed Sustainable Interaction Design (SID) identifies that sustainability can be a central focus of interaction design. The sustainability concept serves as a lens through which design values, design methods, and designs themselves may be evaluated, especially in the context of interaction design. However, situating SID as a focus within HCI requires some reflection. RoboCycle and Shone Cosmetic Stand are designed to encourage recycling cultures. The concept of RoboCycle deals with the meaning of sustainable design and its impact on architecture and industrial design and then explores cultural consumerism and waste management.

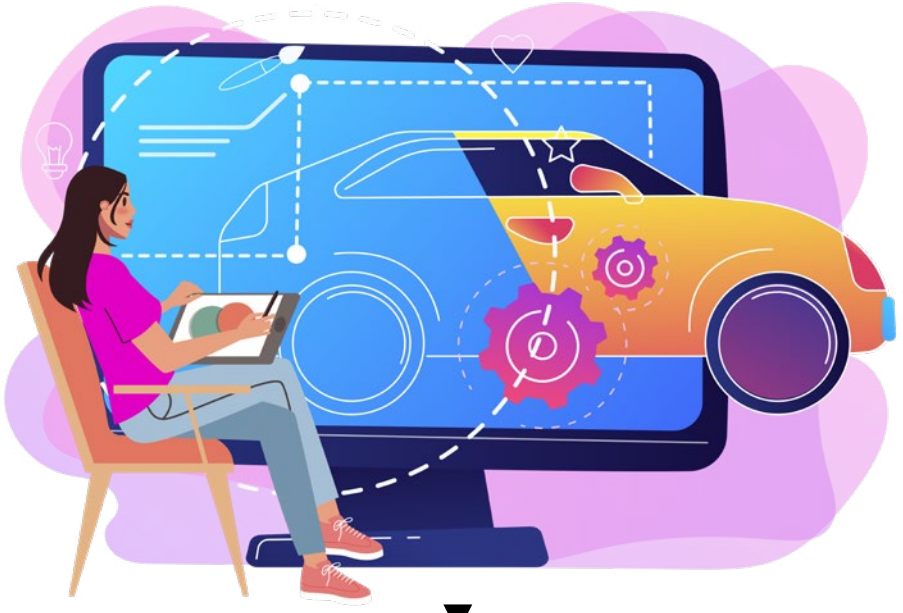
I designed an Interactive stand for Shone cosmetics Co. (An environmentally Friendly Promoter Stand / Marketing stand which was placed at Kourosh Mall Tehran) to promote recycling cultures.

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Product Design

I attended Alzahra University to study Industrial Design, which helped me to understand the core of design and develop my creative thinking ability. As a creative, your canvas is limitless. Whether that's providing solutions for the community you serve, designing products or services for clients, or bringing your solutions to life with a few lines of sketching, so you are creative.

Understanding the end-user customer occurs when a designer tries to solve users' problems or address specific needs in a given market. It is a time that the product is being created. Identifying a market opportunity clearly, defining the problem, developing a proper solution for that problem, and validating the solution with real users is the most important phase of product design. Creating through a deliberate and curious mindset is my main focus in every design process.

In the following pages, some of my design works will be presented.





Sophia

Beauty, Personal Care, and Cosmetic Products. Sophia Beauty set, inspired by the idea of integrating mechanical objects with the cosmetic package design. The main idea comes from the cogwheel or gearwheel.



Genderless fashion style puts the context of equality. Also, the use of symbols and well-known features such as colors, slogans, and flags can provide a common understanding through society due to fundamental human rights.

The moon lover has two pendants, a pyramid, and the torus part, which are inset into the necklace band itself. The colorful circle (rainbow circle) that covers the torus part can be revolved, and users can choose the color combination they like. Materials: Silver and gemstone (crystal). For the rainbow circle part, we can use Acrylic Gems, Ice Grains, Colorful Stones, etc. Pyramid part: 30*25*20. Thickness: 3 mm Torus part: diameter 35* height 12 mm.

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Moon Lover

The research for the design project started on March 12th, 2020, in Iran and finished on March 25th. When I saw the cover of the dark side of the moon album, I thought a simple prism needs light to produce colorful, magical moments. Like lights, brave people, artists, and activists stand shoulder to shoulder to protect the human right of the still-neglected part of Iranian society (Iranian LGBTQ+ community). This work is dedicated to all the LGBTQ+ community in my homeland, Iran, who struggle for equality and emancipation, and particularly the “ thousand gay men and lesbians” who have been executed in Iran.





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Inlay Stand
3D model and real product
Junior designer at Vanisha co (February 2017 – February 2018)



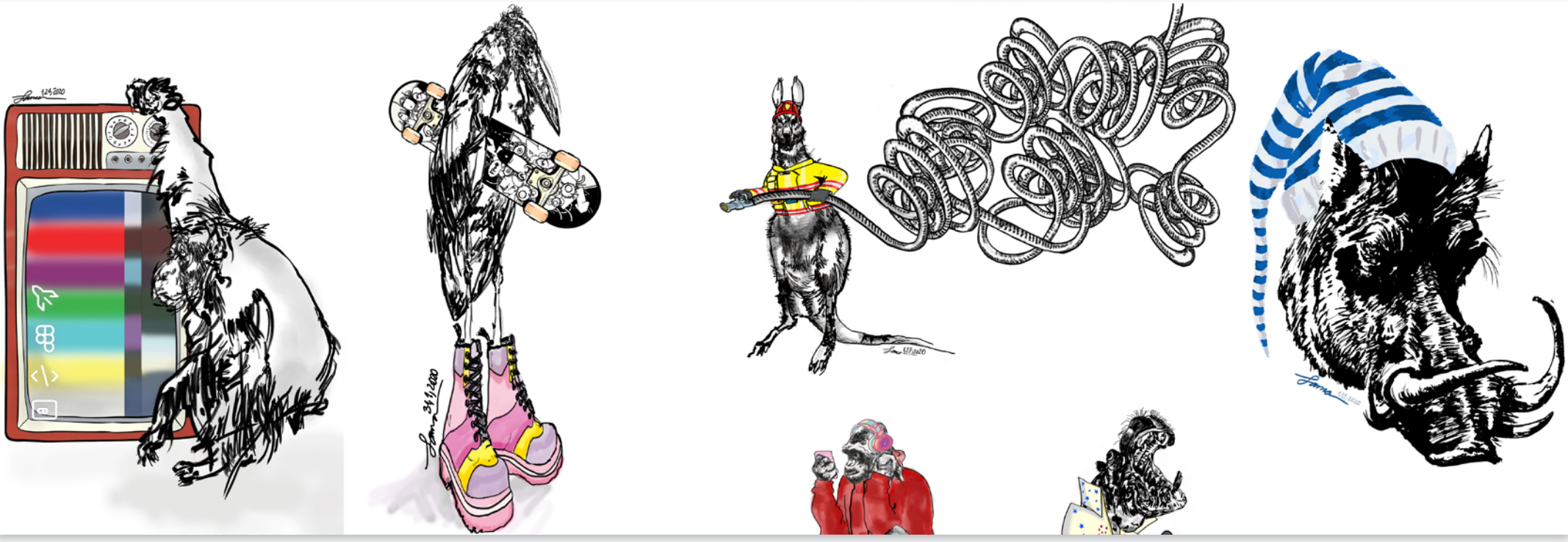
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Gamification of education and learning
Gamification is the design approach of utilizing gameful design in educational contexts. I used the gamification method to support learning English as a second language.



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Inception
Inception is inspired by the Inception spinning top. Spinning the incense burner to emit the smell of incense gives this unique functionality.



Amateur Digital Painting

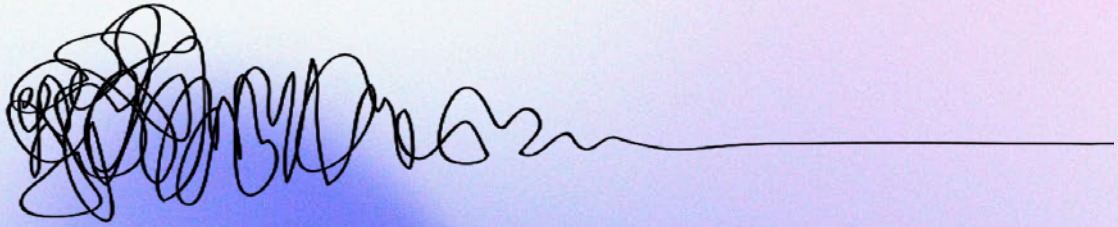
Digital Painting is my hobby , self-taught and still trying to get good. Any one and anything is a subject for my painting. That includes animals.



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Amateur Photography

The society and waste, photography, texts, and videos in this collection display the life of waste in three chapters. Waste is one of the most complex, contested, and charged objects we humans deal with in our daily lives. In our pluralistic modern society, most of our use becomes devastation. Unfortunately, just some of them come to second life through reuse or recycling. Irrespective of their value, all materials, and living things become obsolete, eventually. At the same time, waste is part of our life.



Thank You!

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