

Tahmineh Setoodeh

Freelance:
Service Designer
UX/UI designer
Brand identity designer

September 2021



I am a service designer currently living in Rotterdam. It has been a year since I started working as a global service designer in Randstad's CX management team in Diemen. My expertise lies in the areas of service system development, using human-centred design approach.

Since 2019 for 2 years, As a freelancer, I had the chance to collaborate with projects from both developed and developing countries and understand their challenges, needs and working cultures. (NL, UK, Italy, Iran)

I find the intersection between circular systems and service design in any industry to be the most interesting topic to work on.





WHO ACTUALLY I AM

Creative thinker

Curious

Challenge addicted

Problem solver

Have social & sustainability concerns

Love learning by doing

WHO I AM

On paper

Education

Product Service System Design Politecnico di Milano | MSc 2015-2018

Product design Azad University of Tehran | BSc 2010-2014

Interior design Domus academy 2010

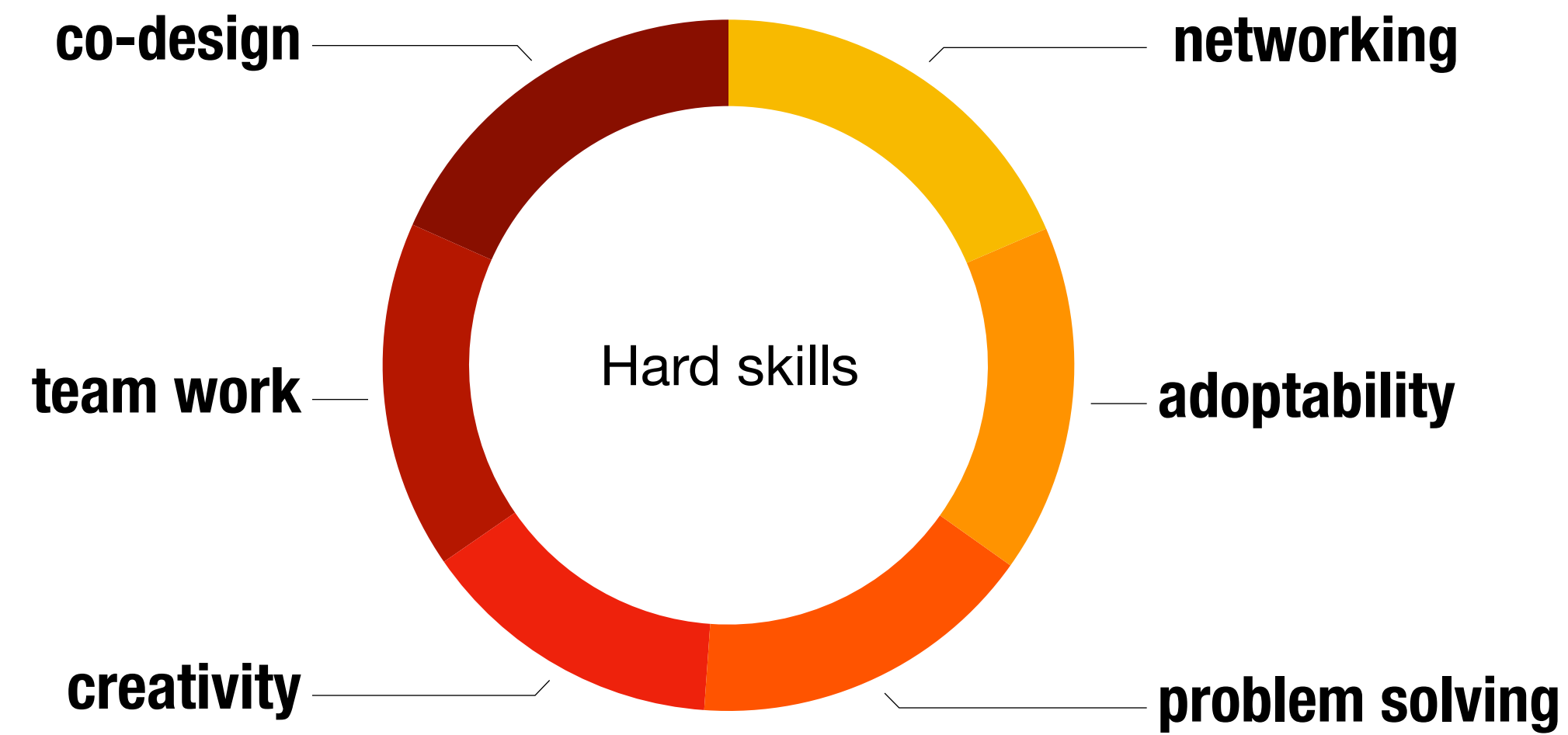
Courses

Circular economy (an interdisciplinatory approach) On edX | coming soon

Fundamentals of UX design Google 2021

Brand identity strategy Coursera | Brand development strategies 2020

SKILL SET



Tools



User research

Qualitative & quantitative research / surveys/ deep interviews



Service design

User journey map / blueprinting / system map/ stakeholder map / storyboarding / scenarios / workshop facilitations



Brand identity design

Visual identity / brand development/ logo design/ package design / product identity



Sustainability development

Circular design, sustainability consultancy

My freelance works

(2019 - 2021)



Mandegar -Tehran 2021(remote)

TEHRAN 2021
Service Designer | UX/UI design
Visual brand identity

<https://www.tahminehsetoodeh.com/copy-of-fuoriopera-1>



Nutribeauties LONDON 2020 (remote)

Design Consultant
Visual brand identity

<https://www.tahminehsetoodeh.com/nutribeauties>



Wearout - London 2020 - present (remote)

Service Designer - UX/UI design
Visual brand identity
Sustainable development

<https://www.wearout-rental.com/our-service>



Baranzate inOpera MILAN 2020

Design Consultant
Visual brand identity - package design

<https://www.tahminehsetoodeh.com/fuoriopera>

My works



Ghalamsoo - TEHRAN (Remote) 2019

Design Consultant
Visual brand identity - package design
Product identity

<https://www.tahminehsetoodeh.com/ghalamsoo>



LenS International - 2018

Intern design researcher
UX design for project of Lenses

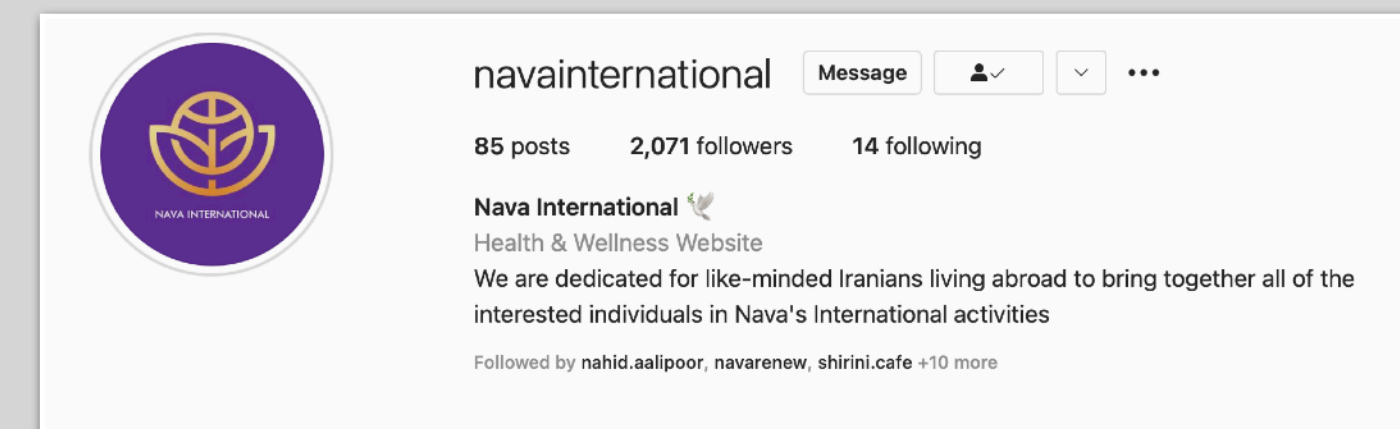
<http://www.lens-international.org>

Volunteer works



Fashion Revolution campaign

2019 - present
Volunteer base
Content creation - visualization instagram page



Nava International

2019 - present
Volunteer base
Visualization - content strategy instagram page

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