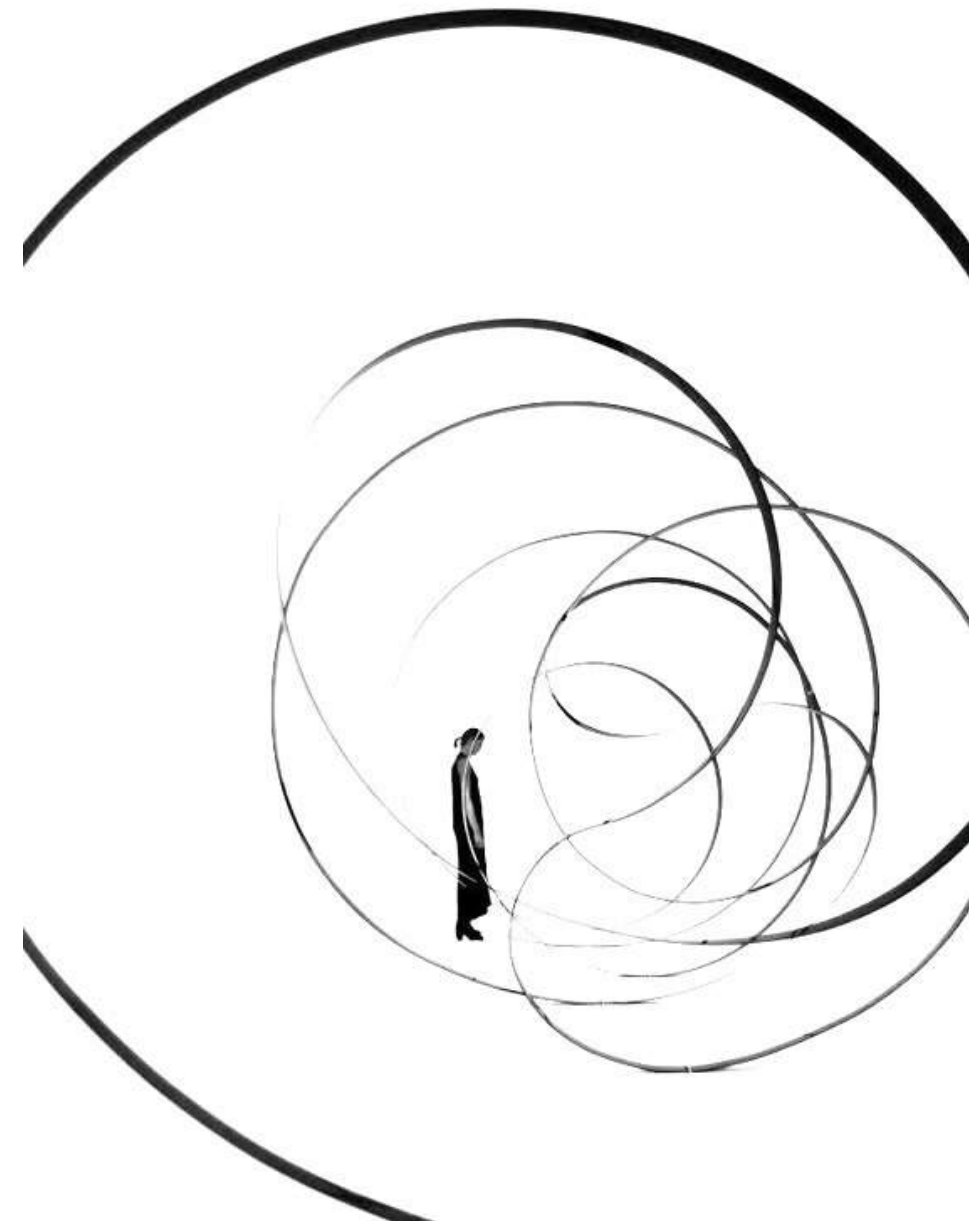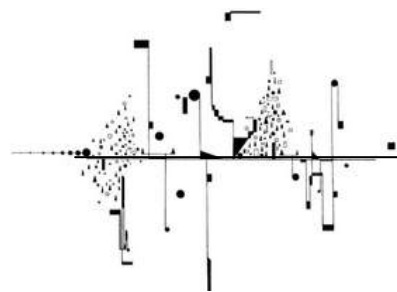# Portfolio

MAHDI FAKHIMI

2025

SPATIAL EXPERIENCE ARCHITECT

SPATIAL + BRAND INTEGRATION

I am a Spatial Experience Architect and Innovation Strategist bridging architecture, human behavior, and emerging technology. Over 18 years across workplace, retail, hospitality, and multifamily sectors, I have shaped environments where spatial design, interaction, and brand expression operate as one coherent system. My work spans concept through execution, from spatial strategy and behavioral mapping to integrated experience frameworks and AI/XR-driven prototypes. I have delivered more than 100 built projects globally, received international design awards, and developed AI-powered spatial systems now informing next-generation design approaches. Across all projects, my focus remains consistent: transforming user behavior, operational performance, and brand perception through environments that are intuitive, adaptive, and emotionally resonant.

# Educations & Skills
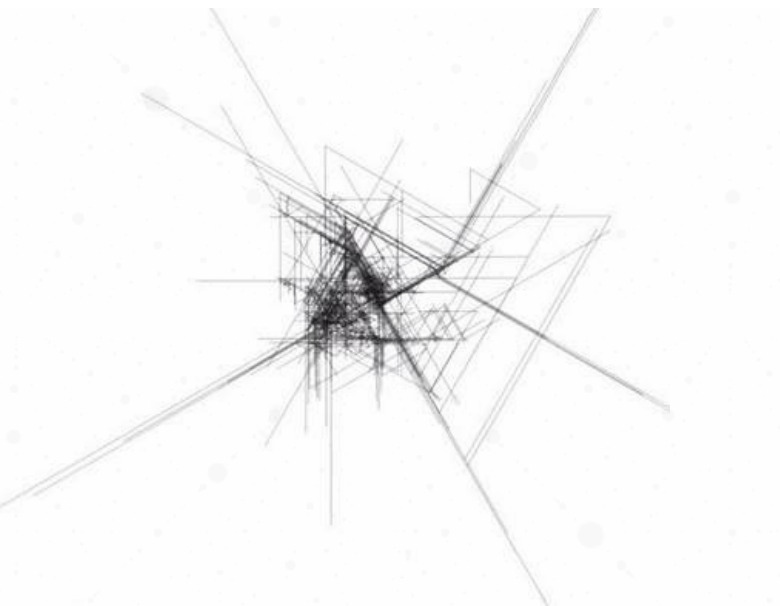
## Education

### Ph.D. (C) & Master in Design
  - **Minor in Cognitive Science**
  - **Minor in Computer Science**

- University of Minnesota, College of Design
- Started in Fall 2023
- Achievements: Buckman Fellowship, DHA Block Grant, CDES Provost Fellowship, Design Graduate Fellowship, COGS Grant
- Dissertation Title: "Designing for Dignity: Empowering Lives Through Synergistic and Integrated Design Solutions"
- GPA: 3.9

### Master in Architecture
  - **Continuous Master**

- Azad University (IAU), Hamedan, Iran
- Completed in February 2009
- Thesis: "Sustainable Design Through Information Communication Technology (ICT): A Case Study on Regeneration of Worn-out Urban Texture in Iran"
- GPA: 3.8

## Skills

### Technical and Design Skills

- Advanced Proficiency in Design Software:
  - 3D Modeling and Visualization: Expert in AutoCAD, Revit, 3DS Max.
  - Graphic and Layout Design: Skilled with Figma, Adobe Creative Cloud (CC): Adobe Photoshop, Illustrator, and InDesign.
- Construction Documentation: Advanced in preparing detailed construction and fabrication documents.

### Research and Analytical Skills

- Data Analysis:
  - NVivo, SPSS, R, MATLAB: Skilled in both qualitative and quantitative analysis, as well as data visualization to support research insights.
- Computational Design and Analysis
  - Computational modeling: Experienced in utilizing Rhino and Grasshopper for simulations relevant to architecture and design.
- User Experience Testing:
  - UX/UI testing: Experienced in conducting tests, analyzing user feedback, to improve interface usability.

### Programming Skills

- Python: Skilled in programming and scripting for automation, computational analysis, and design applications.

### Presentation and Communication Skills

- Presentation Skills: Highly effective in preparing and delivering dynamic presentations to diverse audiences, utilizing PowerPoint and other digital media tools.
- Visual Communication: Expert at creating visually compelling presentation materials that clearly convey complex information.
- Interpersonal Communication: Experienced in communicating complex design and research concepts to stakeholders, and clients.

### Interpersonal and Leadership Skills

- Project Management:
  - Demonstrated ability to manage complex projects from conception through to completion: Skilled in creating strategic roadmaps, making data-driven decisions, and managing resources efficiently to ensure project success.
- Team Leadership and Collaboration:
  - Effective in leading and collaborating within multidisciplinary project teams: Utilizes roadmap creation and conflict resolution techniques to maintain team alignment and motivation. Engages stakeholders regularly to ensure their ongoing support and satisfaction.

### Artistic Skills

- Digital Art and Illustration: Proficient in digital sketching and painting, with projects often integrating AI-generated art.
- Photography: Advanced skills in architectural and landscape photography, enhancing project documentation and presentations.
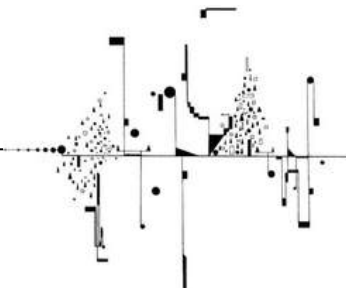
### Language Proficiency

- Fluent in English and Persian: Professional working proficiency, capable of conducting high-level presentations.
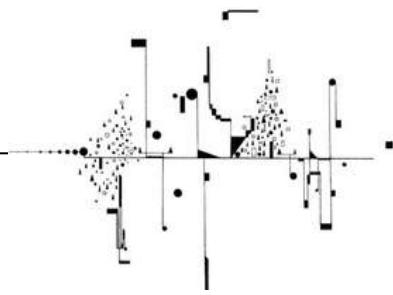
**Design Director | Aug 2025 – Present**

**EB1A Design Studio — Irvine, CA .** linkedin.com/company/eb1a-design-studio

- Lead experience-driven architecture/interiors for workplace, hospitality, healthcare, and cultural clients, positioning each project as a behavior-led, brand-embedded environment.
- Develop spatial frameworks, experience narratives, and AI/XR-informed concepts that connect user journeys, operational performance, and brand expression.
- Build partnerships, proposals, and delivery models for high-impact, innovation-focused projects in the U.S. and abroad.

**Founder & Design Strategist | Aug 2023 – Present**

**OmnidoraLab — Los Angeles, CA .** *linkedin.com/company/omnidoralab*

- Developed SPAIXRA™, an AI+XR spatial intelligence platform for real-time optimization of workplace and hospitality environments (density, noise, circulation, zoning).
- Co-designed INNIRA™, an emotion-responsive spatial and conversational system connecting cognitive science, affective computing, and environmental cues.
- Created experience frameworks, interaction flows, and AR/XR overlays for biotech and digital-health clients, translating behavioral data into adaptive spatial scenarios.

**Design Director & Project Manager | Feb 2009 - Jan 2022**

**AKAD Design Group – Tehran, Iran** · *linkedin.com/company/akad-design-group*

- Directed 100+ interior projects across corporate HQs, healthcare, residential, and retail sectors.
- For nearly half of projects, also led rebranding efforts (logos, brochures, packaging, websites), making each project a complete brand + space transformation.
- Oversaw strategy, budgeting, client relations, and site supervision for projects up to $20M.
- Built and managed a multidisciplinary team of 20+ designers and coordinators.
- Secured multiple international awards (A' Design Award, Architizer A+ Awards, etc.).

**Design Manager | Jun 2004 - Jan 2009**

**Maan Honar Armani – Tehran, Iran** · *linkedin.com/company/maan-honar-armani*

- Launched and scaled a boutique studio delivering both architecture/interiors and identity systems for cultural, residential, and commercial clients.
- Managed 10–15 designers and mentored 100+ interns, fostering a culture of integrated design thinking.
- Recognized with awards for innovative concepts that combined built environments with branding and visual communication.

**Instructor | Adjunct Faculty – Interior Design | Sep 2010 - May 2025**

**Various Universities – Iran & U.S.**

- Taught courses in Interior Design, Architecture, Human-Centered Design, and Visual Communication.
- Specialized in spatial + brand integration, workplace design, multifamily environments, and spatial cognition.
- Trained 1,000+ students; many achieved top rankings in regional and national juries.
- Delivered guest lectures and workshops at the University of Minnesota (2022–2024).
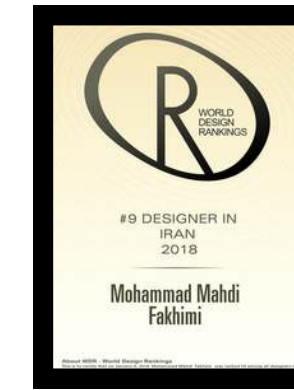
# Awards & Honors

## Design Awards

- **Bronze Medal***, A' Design International Architecture Award & Competition,* ITALY, 2018.

- **Bronze Medal***, A' Design International Interior Design Award & Competition,* ITALY, 2017.

- **Winner***, Architizer A+ Awards*, USA, 2016.

- **Silver Medal***, A' Design International Interior Design Award & Competition*, ITALY, 2016.

- **Silver Medal***, A' Design International Interior Design Award & Competition*, ITALY, 2015.

- **Honorable Mention***, International Luxury Design Awards*, ITALY, 2015.

- **Bronze Medal***, International Design Awards (IDA)*, USA, 2014.

- **Honorable Mention***, 6th Annual Interior Architecture of Iran,* Tehran, IRAN, 2013.

- **Honorable Mention***, 3rd Fajr International Festival of Visual Arts*, IRAN, 2010.

- **Winner***, Architecture and Urban Design Competition,Tehran Municipality*, IRAN, 2007.

- **U.S. EB1-A Green Card Approval for Extraordinary Ability,** U.S. Citizenship and Immigration Services (USCIS). 2024



### Fellowships and Grants

- COGS Grant, UMN, U.S., 2025.
- Design Graduate Fellowship, UMN, U.S., 2024.
- CDES Provost Fellowship, UMN, U.S., 2024.
- Buckman Fellowship, UMN, U.S., 2023.
- DHA Block Grant, UMN, U.S.,  2023.

# Design Projects

At AKAD Design Group, Maan Honar Armani, OmnidoraLab, and EB1A, I served as Design Director and Project Manager, delivering projects that combined spatial transformation with brand identity integration. My leadership spanned feasibility studies, spatial programming, architectural and interior design, and rebranding efforts. Responsibilities included stakeholder consultation, zoning/code compliance, environmental integration, construction documentation, procurement oversight, contractor coordination, budget management, and final delivery. Across 100+ projects, I consistently oversaw every phase with a strategic focus on experience design, identity alignment, cost control, resource planning, and construction supervision.

## Hospitality & Residential

- Irvine apartment– Interior Redesign & Retrofit | 2025
- Eastvale Residence  – Multigenerational Interior Redesign | 2024
- Roswell House – Biophilic Layout Optimization | 2024
- Wakpada apartment – Interior Redesign & Rebranding| 2023
- ANNA Residential Complex – Architecture & Interior Design | 2020-2021
- ANNA Mansion – Architecture & Interior Design | 2019-2021
- KASHAN International Hotel – Architecture & Interior Design | 2018-2020
- TITANIUM High-Rise – Architecture & Interior Design | 2018–2020
- Kashan Apartment – Architecture | 2018
- PARDIS Villa – Architecture | 2018
- GHAZVIN Residential Building – Architecture | 2017
- Gardaneh Residential – Architecture | 2017
- LADAN Residential Apartment – Architecture | 2016
- KAMRANIEH Residential Apartment – Architecture | 2015
- PARSA Residential Tower – Interior Design & Rebranding | 2014
- Pardis Damoon Villa (3 Projects) – Architecture & Rebranding | 2014
- DAMOON Villa – Architecture & Interior Design | 2014
- ANNA Villa – Architecture & Interior Design | 2013
- PARSA Residential Tower, Lobby – Interior Design | 2013
- ANNA Palace – Architecture & Interior Design | 2013
- SAMAVATIAN Apartment – Architecture | 2013
- PEDRAM Hotel – Architecture & Interior Design | 2012–2013
- SEPID Residential Complex – Interior Design & Renovation | 2012
- MORVARID Complex Residential – Architecture | 2012
- SHIRKOOH Residential Apartment – Architecture | 2012
- Boostan Residential – Architecture | 2012
- FIROUZKOUH Residential Apartment – Architecture | 2012
- Azimi Residential – Architecture | 2012
- Mohseni Residential – Architecture | 2012
- Zafar Residential – Architecture | 2012
- Ebrahimpur Residential – Architecture | 2011
- Vanush Villa (1 & 2) – Architecture | 2011
- Azimzadeh Villa – Architecture | 2010
- Karamian Apartment – Architecture | 2010
- Fardiss Apartment – Architecture | 2007
- Azari Apartment – Architecture | 2004-2005

## Retail, Dining & Cultural

- JAM E JAM Jewelry Center – Interior Design & Rebranding | 2016–2017
- AFSHAR Wedding Studio House – Interior Design | 2016
- GIVOVA Sport Stores – Interior Design & Rebranding| 2016
- GOLESTAN Florist – Interior Design | 2016
- M.Sport Store – Interior Design | 2015
- Apple Store – Interior Design | 2015
- Arghvan Food Court – Interior Design & Rebranding | 2015
- CHOCOBEN Store – Architecture, Interior Design & Rebranding| 2015
- MELANI Beauty Salon – Interior Design | 2014
- HORMOZ Int Restaurant – Interior Design & Rebranding| 2013
- GANDOM Coffee Shop – Interior Design & Rebranding | 2012
- KHATAM Jewelry Gallery – Interior Design & Rebranding | 2012
- Raspina Store – Interior Design | 2012
- Italian Restaurant – Interior Design | 2012
- Javan Club – Interior Design & Rebranding | 2012
- ETKA Restaurant Complex – Design & Construction | 2009–2011
- ETKA Hyper market Chain Stores– Design & Rebranding | 2010–2011
- SEZAR Retail Store – Interior Design & Rebranding| 2010
- Kish Store – Interior Design | 2010
- SunOptic Store – Interior Design | 2008

## Healthcare, Wellness & Clinics

- ALEF Clinic – Interior Design & Rebranding | 2020
- Kashan Physicians Building – Architecture | 2018
- Kashan Doctors Building – Interior Design & Rebranding | 2018
- HKZ Spa & Wellness Center – Interior Design & Rebranding | 2015
- ESPADANA Dental Clinic – Interior Design | 2012
- DORSA Industrial Group – Interior Design & Rebranding | 2012
- FACE TOP Clinic – Interior Design & Rebranding | 2011

## Educational & Civic Projects

- Payam Noor University – Architecture & Interior Design | 2021–2022
- ZABOL University Campus – Architecture & Interior Design | 2014
- RAZI Petrochemical Complex – Architecture & Interior Design | 2013
- JAVAN Sport Complex – Interior Design & Rebranding | 2011
- National TV Station Location – Architecture | 2011
- Gardenia Lobby – Interior Design | 2010

## Corporate & Office Headquarters

- JAHAN Office Building – Architecture & Interior Design | 2019
- LABELL Headquarters – Interior Design & Rebranding | 2017
- Irna News Agency – Interior Design | 2016
- IPMI Office Building – Façade Design (Competition) | 2015
- Exchange Office – Interior Design & Rebranding | 2014
- RIGHTEL Headquarters – Interior Design | 2013
- AMANIYE Office Tower – Architecture Design & Rebranding| 2011–2012
- JORDAN Office Building – Interior Design | 2012
- Dorsa Office – Interior Design & Rebranding | 2012
- NOTARY PUBLIC'S OFFICE No.1599 – Interior Design | 2012
- AKAD Central Office – Interior Design & Rebranding | 2011
- BPP Office – Interior Design & Rebranding | 2011
- Shahrabi Office – Interior Design | 2011
- Saipa Lobby – Interior Design | 2011
- Saipa Corp – Architecture | 2011
- Iran Khodro Agency – Interior Design | 2010
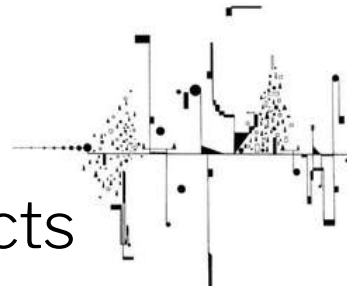- Lady Office – Interior Design & Rebranding | 2007

## Boutique & Specialized Retail

- Kish Boutique – Interior Design | 2017
- Diba Perfume Store – Interior Design | 2012
- QAVAMPEGAH Travel Agency – Interior Design | 2012
- Matin Barber Shop – Interior Design | 2011
- Sahebgharanieh Retail Agency – Interior Design | 2011
- Hodhod Travel Agency – Interior Desigd & Rebranding | 2011

## Pavilions & Exhibitions / Environmental Design

- TEHRAN International Exhibition Center – Environmental Design | 2016
- BAM LAND Roof Garden – Environmental Design | 2015
- LILIUM Great Hall – Environmental & Interior Design | 2014–2015
- DAMOON Entrance Gateway – Environmental Design | 2014
- DORSA Industry Pavilion – Exhibition Design | 2013
- Pilvarad Pavilion – Exhibition Design | 2013
- RIGHTEL Pavilion – Exhibition Design | 2012
- Chini Zarin Pavilion – Exhibition Design | 2012
- AKAD Pavilion – Exhibition Design | 2011
- Mellat PARK Lake – Environmental Design | 2009–2010
- Iranol Pavilion – Exhibition Design | 2006

**LABELL Co.**
**Headquarters**

"Turning product DNA into a living workspace."

Year: 2017

Location: Tehran, IRAN.

Area: 3250 Square Feet

Client: Mr. Baei

Project Budget: $1M

Design & Construction: AKAD

Lead Designer: Mahdi Fakhimi

Project Manager: Mahdi Fakhimi

Status: Completed (Built)

## Project Showcase: LABELL Headquarters

## Experience Environment | Tehran, Iran | 2017 | 3,250 sq ft

### 1. Context & Challenge — Crafting a Spatial Brand Experience

LABELL, a leading innovator in stretch ceiling systems, commissioned its new headquarters to function as more than a workspaceit needed to embody the essence of its product and brand. The dual challenge was to merge workplace performance with brand storytelling, transforming architecture into a living demonstration of innovation and identity.

### 2. My Role — Design Leadership Through Integration

As Design Leader and Project Manager, I led the full vision cycle, from spatial research and brand strategy to design development and implementation oversight. My approach treated the office as an experience environment, where users, clients, and visitors encounter the brand through light, form, and flow. The leadership focus was on integrating brand emotion with functional performance, ensuring every spatial gesture reflected LABELL's core narrative of flexibility and precision.

### 3. The Strategy — Biomorphic Identity & Experiential Flow

The design strategy leveraged LABELL's stretch material as both medium and message. The ceiling became a sculptural interface, a fluid, biomorphic canopy expressing adaptability and modernity. Architectural elements were reimagined as emotional touchpoints rather than static components.

Key Spatial & Brand Integration Principles:

- **Embodied Brand Materiality**: The ceiling product was reinterpreted as an architectural organism, translating the company's technology into form and atmosphere.
- **Experiential Transparency:** Glass partitions facilitated openness and collective awareness — merging workspace psychology with visual storytelling.
- **Lighting as Narrative:** Dynamic lighting was choreographed to celebrate the tensile forms, balancing emotional warmth and precision.

### 4. The Outcome — From Workspace to Brand Habitat

A multi-sensory environment where LABELL's innovation is both seen and felt, functioning as workplace, showroom, and brand symbol.
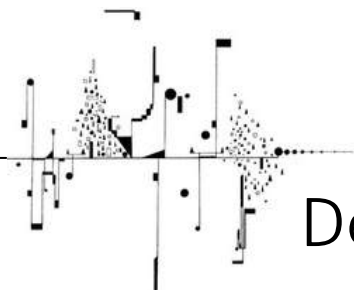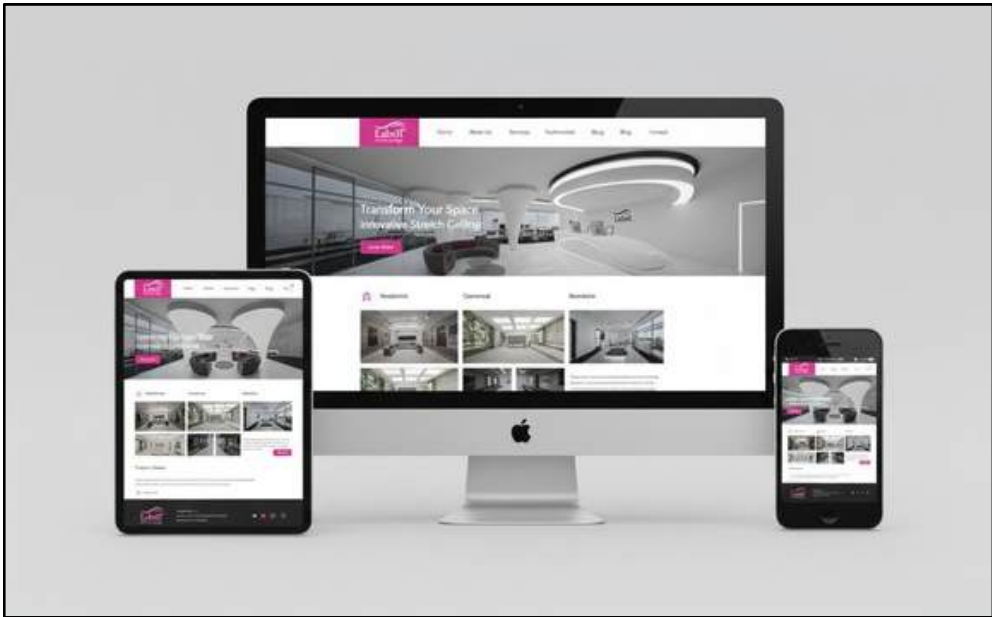
Awarded *Bronze, A'Design Award (Italy)* for redefining workspace as brand experience.
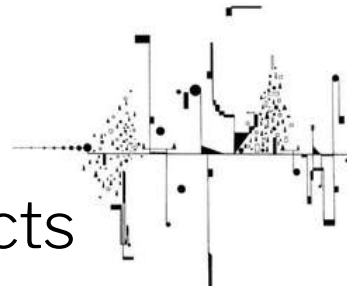
**Impact**: +30% client engagement; 25% faster demo flow.

**Applicability**: Brand-embedded workspace design for corporate and showroom environments.

**WINNER**
A'DESIGN AWARD
& COMPETITION
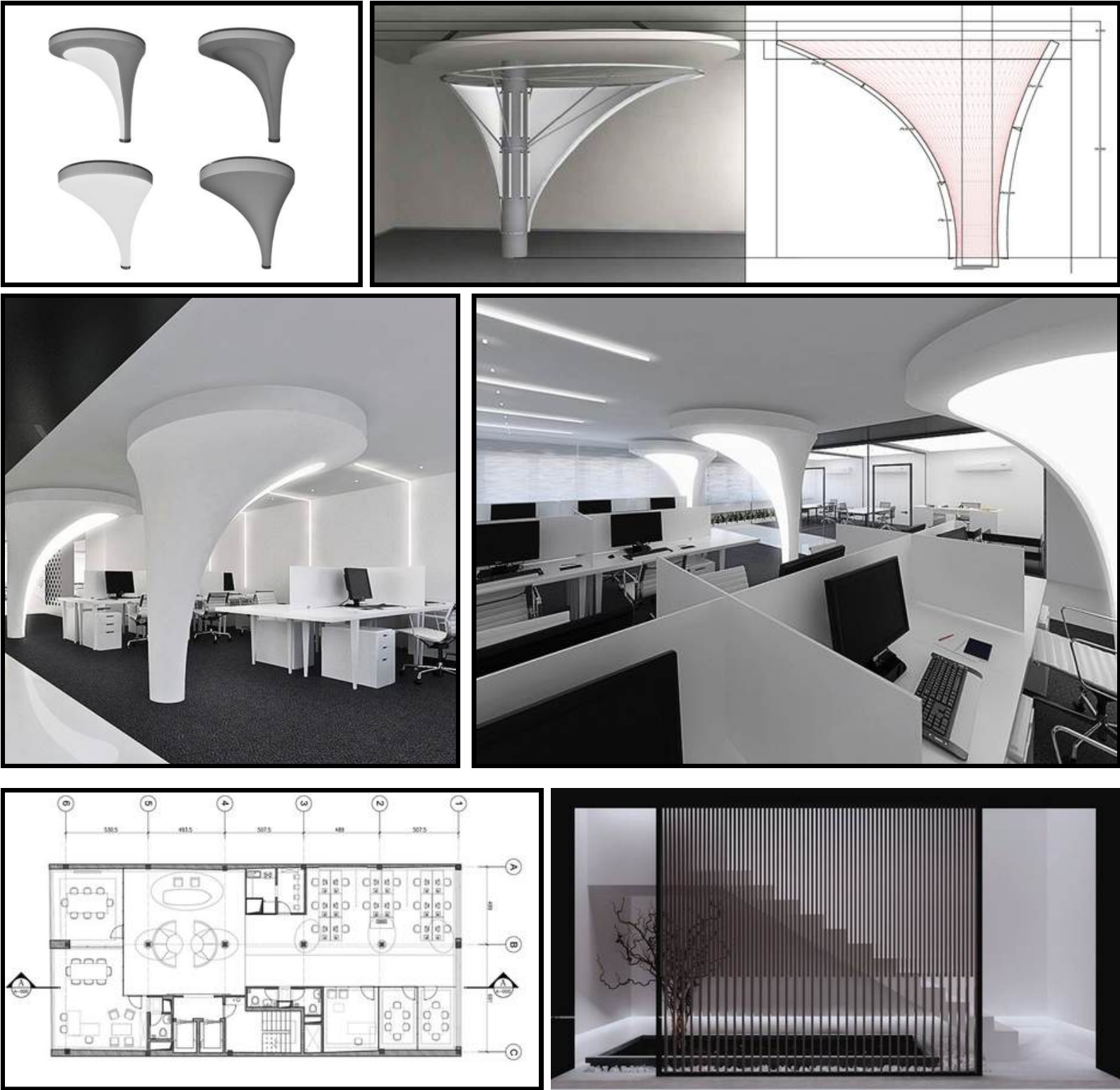
## PARSIAN NEGAR Co. (NTC)
## HEADQUARTERS

"Minimal clarity for trust, privacy, and control."

Year: 2016

Location: Tehran, IRAN.

Area: 2110 Square Feet

Client: Dr. Ashrafi

Project Budget: $1M

Design & Construction: AKAD

Lead Designer: Mahdi Fakhimi

Project Manager: Mahdi Fakhimi

Status: Completed (Built)

## Project Showcase: PARSIAN NEGAR Co. (NTC) Headquarters

### Experience Environment | Tehran, Iran | 2016 | 2,110 sq ft

**1. Context & Challenge — Unifying Function and Identity**

NTC, a petrochemical trading company, sought to merge two adjacent units into a cohesive headquarters that could express its corporate identity through space. The challenge went beyond physical integration — it required creating an environment that balances transparency with privacy, while translating the firm's precision-driven character into an architectural narrative.

**2. My Role — Design Leadership Across Space and Brand**

As Lead Designer and Project Manager, I directed the entire project from concept to completion. My leadership spanned spatial research, human behavior analysis, and environmental branding strategy, transforming a technical renovation into a holistic brand experience. The design vision was guided by the belief that a workplace should not only support productivity but also communicate purpose — making every spatial decision an extension of NTC's professional ethos.

**3. The Strategy — Clarity, Connectivity, and Control**

The design concept centered on minimalist precision, a spatial metaphor for the company's disciplined approach to operations. Frameless glass enclosures and modular partitions became the primary architectural language, orchestrating zones of visual openness and acoustic focus.

Core Experience Strategies:

- **Transparency as Brand Value:** The open-glass systems reinforced trust and accessibility, aligning physical space with corporate transparency.
- **Acoustic Zoning for Focus:** Layered partitions maintained privacy without isolation, balancing collaboration and concentration.
- **Minimalism as Expression:** Clean lines, refined surfaces, and neutral tones embodied the company's identity of clarity and control.

**4. The Outcome — A Measured Balance of Performance and Presence**

Merged two units into a unified, transparent, and focused workplace.

Recognized by *A'Design Award (Italy, 2017)* for clarity in spatial hierarchy and acoustic zoning.

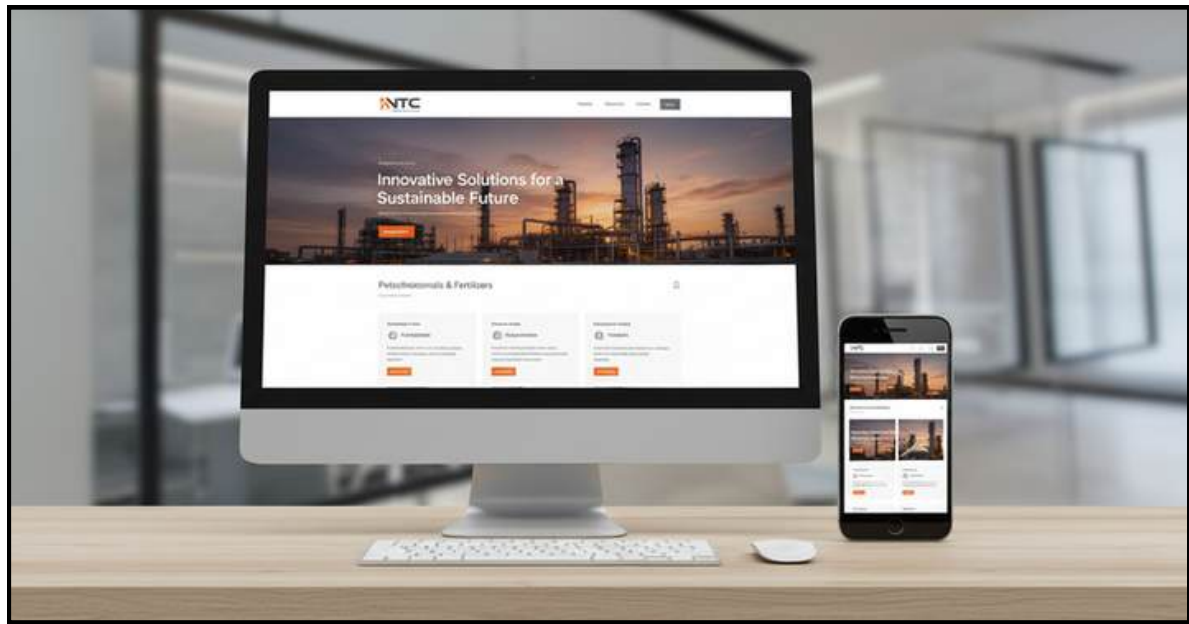**Impact**: +40% communication efficiency; 15% sound reduction.

**Applicability**: Spatial clarity and rhythm for corporate, residential-office, and consulting spaces.
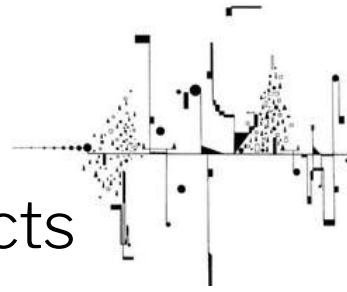
## CHOCOBEN
### Store

"Sweetness distilled into parametric light."

Year: 2015

Location: Tehran, IRAN.

Area: 410 Square Feet

Client: Mrs. Sakhaei

Project Budget: $1M

Design & Construction: AKAD

Lead Designer: Mahdi Fakhimi

Project Manager: Mahdi Fakhimi

Status: Completed (Built)

## Project Showcase: CHOCOBEN Store

### Experience Environment | Tehran, Iran | 2015 | 410 sq ft

**1. Context & Challenge — Transforming Brand Essence into Space**

Chocoben, a premier pastry brand, sought a flagship store that would translate the emotional experience of indulgence into an architectural language. Within a compact 38-square-meter footprint, the goal was to amplify sensory engagement and differentiate the brand visually and experientially in a competitive retail corridor. The challenge was to create a small-scale environment with monumental identity, a space that communicates delight, craft, and precision through form, light, and material.

**2. My Role — Design Leadership from Concept to Brand Experience**

As Design Leader and Project Manager, I led the creative and technical process from conception to completion. My leadership extended across computational design, parametric modeling, fabrication coordination, and brand integration, ensuring that every aesthetic decision served the overarching emotional narrative. The objective was to align brand strategy with spatial behavior, creating an environment where architecture itself becomes a medium of storytelling.

**3. The Strategy — Parametric Whimsy and Emotional Geometry**

The project's focal point was a parametric ceiling installation made of 440 unique polystyrene modules, a sculptural landscape embodying Chocoben's identity. Rather than decorating the space, the ceiling became a performative element that shaped light, mood, and perception.

Core Experience Strategies:

- **Embodied Brand Identity:** The geometric canopy's pink-gray-white palette mirrored the emotional flavor of Chocoben, playful, refined, and sensorial.
- **Immersive Light Choreography:** Integrated Plexiglas lighting animated the ceiling, generating rhythmic light-play that evokes sweetness and movement.
- **Minimalist Functional Framing:** Display systems and furniture were intentionally subdued, allowing the ceiling to dominate visual and emotional memory.
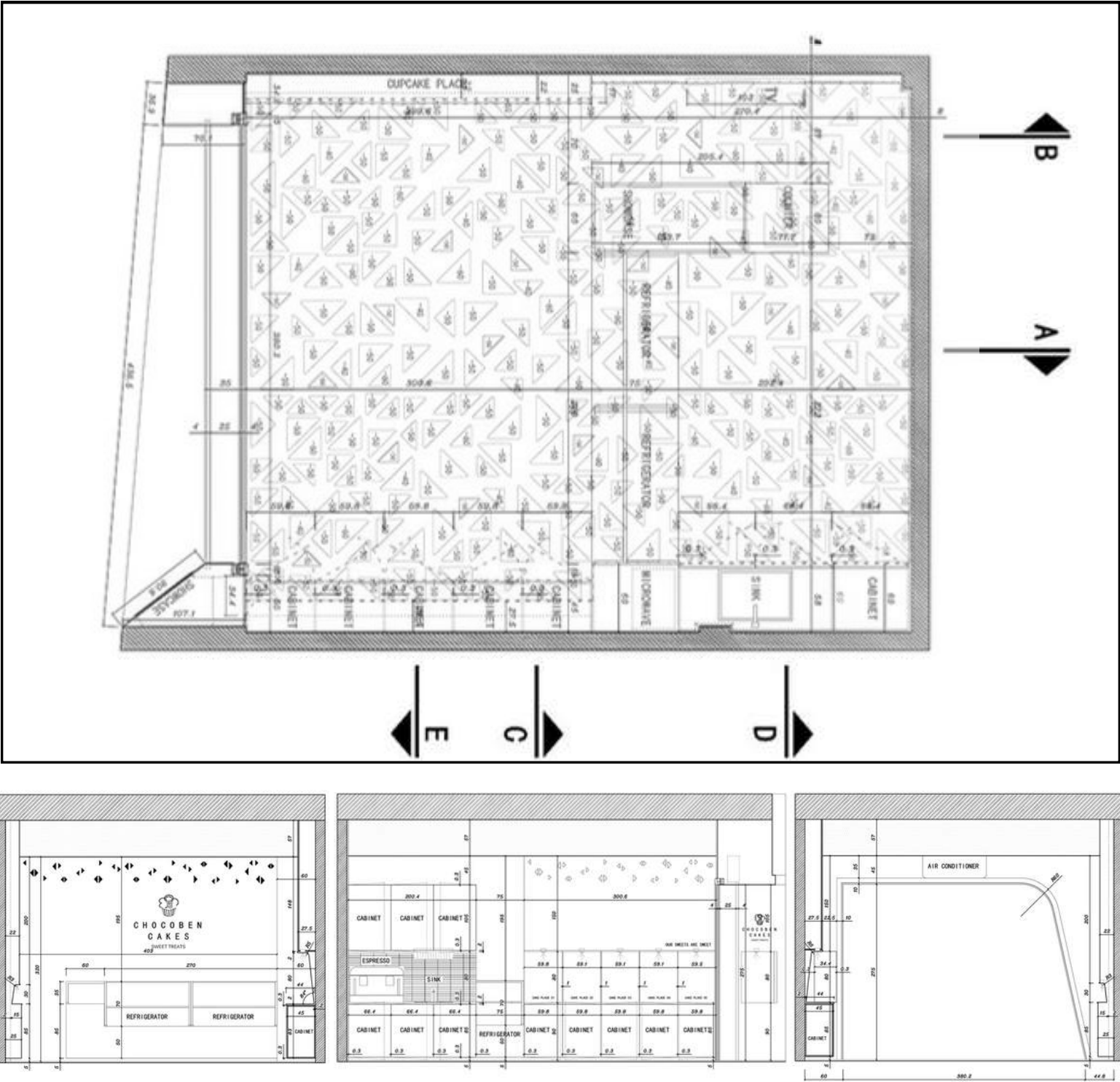
**4. The Outcome — From Retail Space to Emotional Experience**

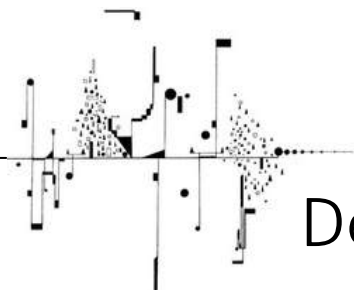A compact yet iconic environment merging light, form, and emotion.

Winner of *Architizer A+ (USA)* and *A'Design Award (Italy)* for experiential retail innovation.

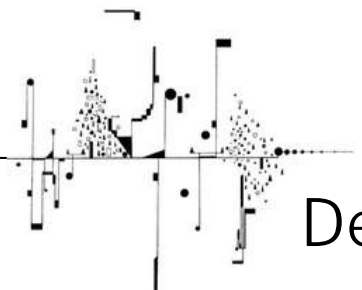**Impact**: +180% foot traffic; 5× social engagement.
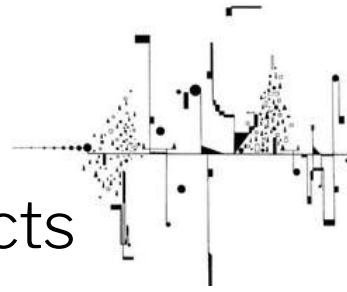**Applicability**: Experience-driven retail design adaptable to boutique and hospitality spaces.

**Hormoz**
**International Restaurant**

"Heritage fused into contemporary hospitality."

Year: 2013

Location: Tehran, IRAN.

Area: 6750 Square Feet

Client: Mr. Moezodini

Project Budget: $2M

Design & Construction: AKAD

Lead Designer: Mahdi Fakhimi

Project Manager: Mahdi Fakhimi

Status: Completed (Built)

## Project Showcase: Hormoz International Restaurant

### Experience Environment | Tehran, Iran | 2013 | 6,750 sq ft

#### 1. Context & Challenge — Bridging Cultures Through Experience Design
The client, Mr. Moezodini, commissioned a full renovation of an established dining venue to transform it into a luxury cultural destination. The design challenge was to craft an atmosphere that fuses Iranian and Moroccan heritage while maintaining a sense of contemporary refinement. Beyond aesthetics, the project aimed to create a multi-sensory dining experience that evokes cultural richness, emotional resonance, and timeless elegance.

#### 2. My Role — Design Leadership & Spatial Identity Creation
As Design Leader and Project Manager, I led every dimension of the project — from conceptual narrative and stylistic synthesis to material fabrication and on-site execution.
 My leadership focused on translating cultural identity into brand experience, ensuring that spatial rhythm, color psychology, and tactile detail work cohesively to produce emotional depth. The design direction extended to the restaurant's brand and environmental graphics, uniting architecture and storytelling under one spatial identity.

#### 3. The Strategy — Fusion Style: Cultural Symmetry Meets Modern Luxury
Executed under my original design philosophy, Fusion Style, the strategy was to reinterpret traditional Iranian and Moroccan design codes into a harmonized experiential environment. The approach blended authenticity and innovation, not replication of the past, but elevation of heritage into a living, modern narrative.

Core Experience Strategies:
- **Cultural Synthesis:** Traditional arches, geometric motifs, and handcrafted details were digitally reimagined and integrated with contemporary lighting, materials, and rhythm to produce a cross-cultural architectural dialogue.
- **Material Narrative:** Every tactile surface, from gold-coated chandeliers and brass fixtures to hand-carved wood panels, was chosen to reinforce sensory richness and ceremonial hospitality.
- **Atmospheric Choreography:** Layered spatial sequences guided diners through zones of intimacy and grandeur, balancing visual opulence with emotional calm.

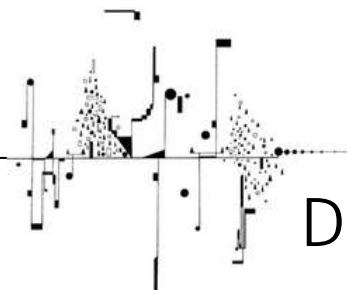#### 4. The Outcome — A Living Museum of Hospitality and Brand Prestige
Cultural fusion and material luxury elevated the space into a hospitality landmark.
 Winner of Luxury Design Award (Italy); property value rose from $2M to $4.5M.
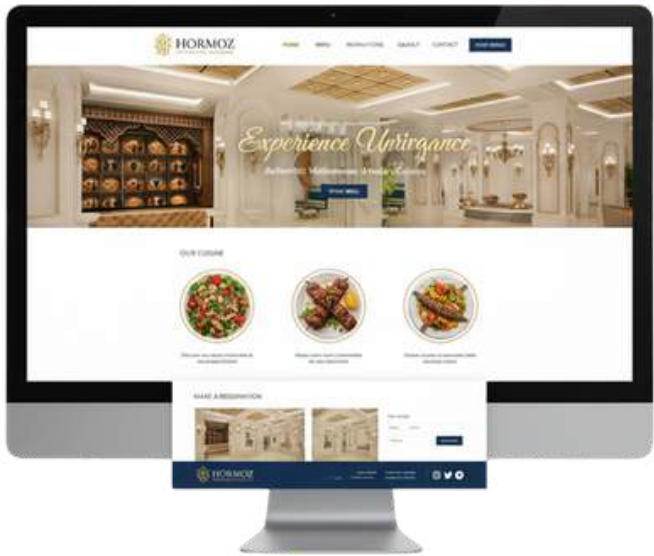
**Impact**: 2.25× ROI; +50% early reservations.
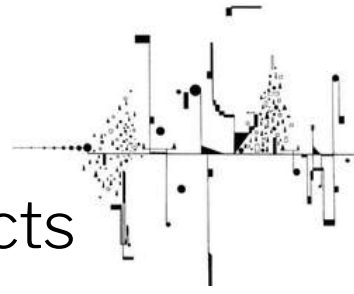**Applicability**: Cultural and sensory branding for hospitality and civic spaces.
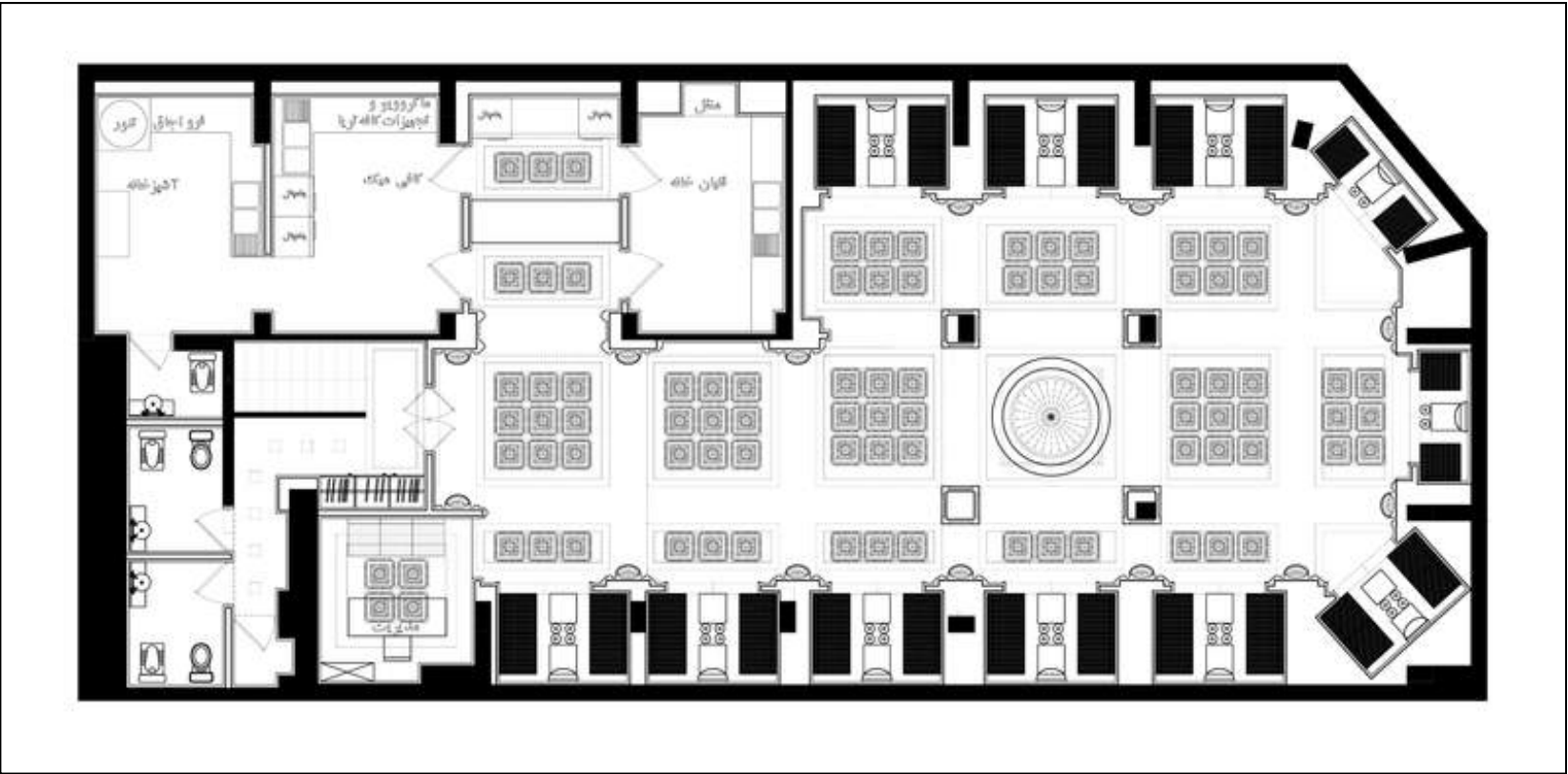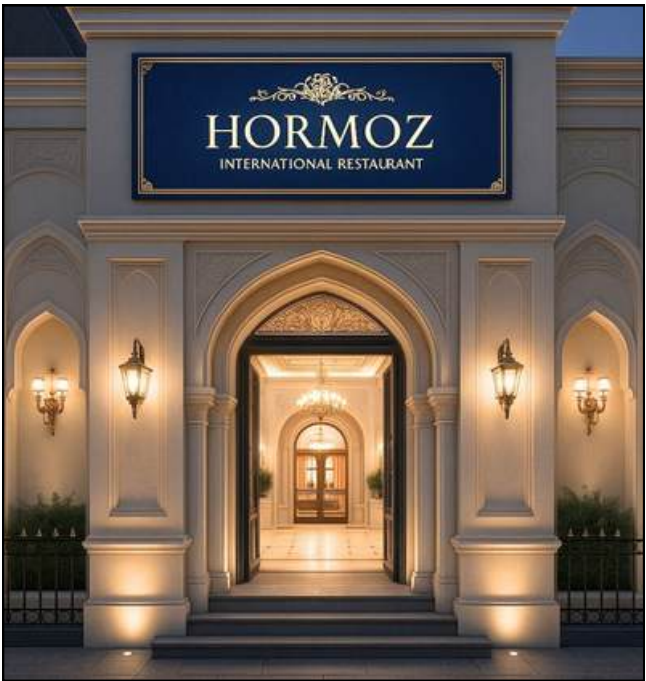
**FACE TOP**
**Clinic**

"Therapeutic flow through continuous surfaces."

Year: 2011-2012

Location: Tehran, IRAN.

Area: 950 Square Feet
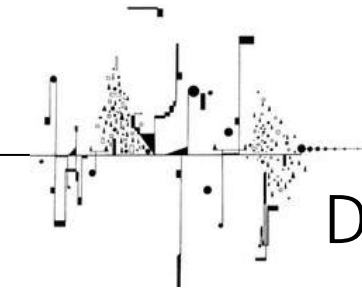
Client: Dr. Shariati

Project Budget: $1M

Design & Construction: AKAD

Lead Designer: Mahdi Fakhimi

Project Manager: Mahdi Fakhimi

Status: Completed (Built)

## Project Showcase: FACE TOP Clinic

Experience Environment | Adaptive Reuse & Interior Design | Tehran, Iran | 2011–2012 | 950 sq ft

### 1. Context & Challenge — Redefining Healing Through Spatial Psychology

The client, Dr. Shariati, sought to transform a compact 88-square-meter residential apartment into a state-of-the-art cosmetic and medical clinic. The core challenge was to dissolve the oppressive, clinical atmosphere common in medical environments and replace it with a soothing, confidence-restoring experience, all within severe spatial constraints. The project demanded a synthesis of functionality, spatial flow, and emotional design that would foster trust and tranquility for both patients and staff.

### 2. My Role — Design Leadership for Emotional Ergonomics

As Lead Designer and Project Manager, I directed every aspect of the adaptive reuse process, from conceptual modeling to final construction. My approach centered on translating emotional ergonomics, the comfort and perception of space through body movement, visual rhythm, and sensory calm, into architectural form. I personally oversaw on-site fabrication, ensuring that every continuous curve and junction maintained visual fluidity and technical precision.

### 3. The Strategy — Continuous Surfaces as Therapeutic Space

The design was anchored in the concept of "Continuous Surfaces", a spatial philosophy I developed to unify architecture, function, and emotion. Using a soft palette of white and muted blue, the geometry merges walls, floors, and ceilings into one continuous form, eliminating visual boundaries to reduce psychological stress and promote ease of movement.

Core Experience Strategies:

- **Spatial Continuity:** Curved surfaces merge benches, ceilings, and partitions into a seamless flow that guides patient circulation intuitively.
- **Functional Integration:** HVAC, lighting, and medical systems are invisibly embedded within sculptural elements, maintaining purity and calm.
- **Emotional Minimalism:** The interplay of soft light, neutral tones, and organic curvature evokes serenity and trust, transforming the perception of clinical space into a healing atmosphere.
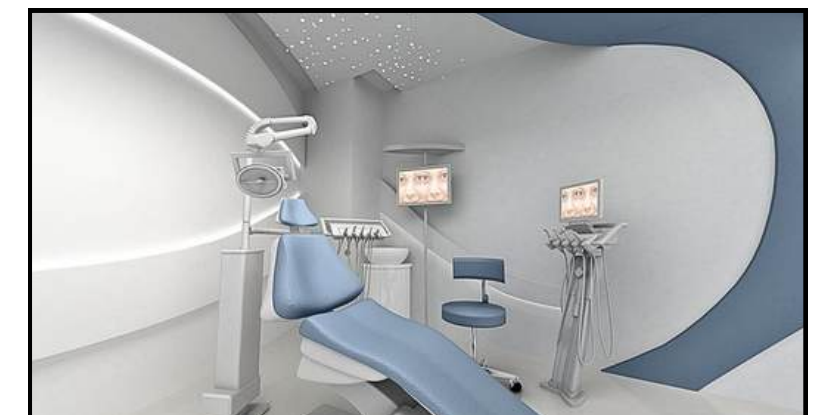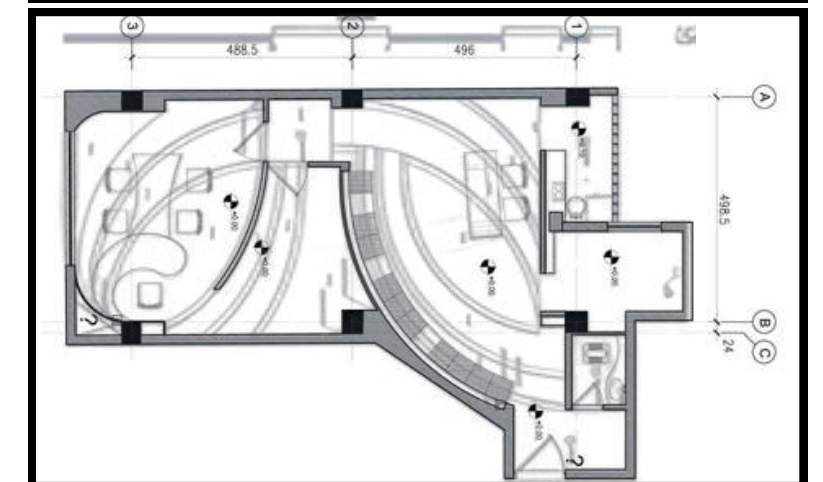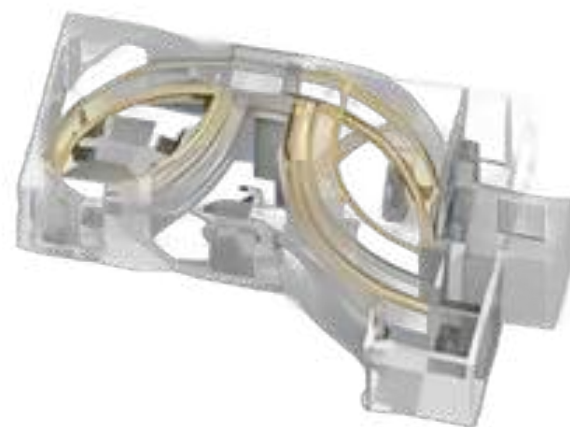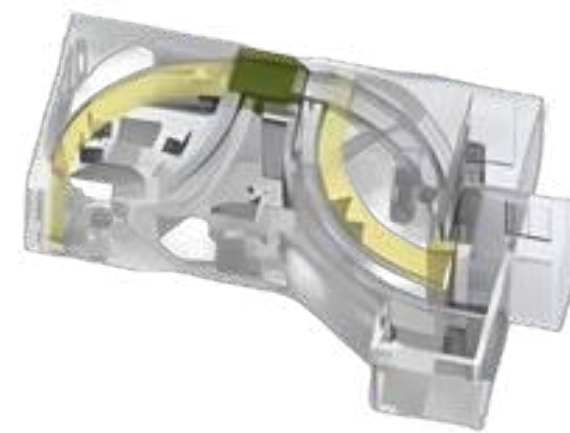
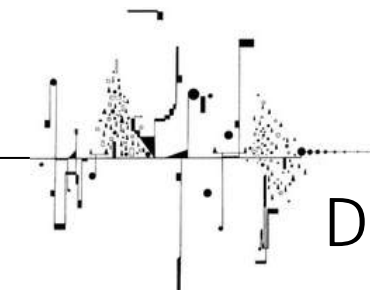### 4. The Outcome — From Clinic to Confidence Space

A serene, seamless environment redefining healthcare experience.
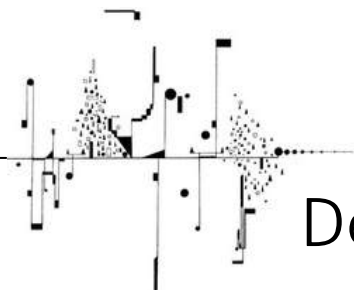Winner of A'Design Award (Italy) and IDA (USA) for adaptive reuse excellence.

**Impact**: +60% patient retention; 35% anxiety reduction.
**Applicability**: Emotional spatial design for healthcare and wellness environments.
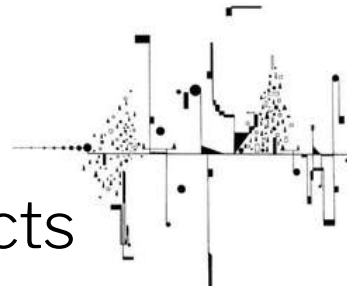
**TITANIUM**
**Residential High–Rise**

Year: 2017-2020 (Design Phase)

Location: Kish Island, IRAN.

Area: 137,350 Square Feet

Client: Mr. Babanzadeh

Project Budget: $25M

Status:

- Design Phase: Completed
- Construction: In Progress

Design & Construction: AKAD

Lead Architect & Designer: Mahdi Fakhimi

## Project Showcase: TITANIUM High-Rise

### Experience-Led Architecture | Kish Island, Iran | 2017-2020 | 137,350 sq ft



#### 1. The Client & Challenge
The client, Mr. Babanzadeh, sought to develop a landmark residential tower in the prestigious "Shahr Aftab" complex. The project faced two primary challenges: the island's hot and humid climate required a design that could mitigate heat and optimize energy consumption, and the tower needed a unique identity to differentiate it from other buildings in the complex. The design also had to provide residents of the 17-story tower with maximized views of the Persian Gulf.

#### 2. My Role & Leadership
As Lead Architect and Design Director, I was responsible for the overall vision and execution of this $25M, 12,760-square-meter tower. My leadership involved directing the multidisciplinary team through all phases, from the initial facade strategy and sustainable systems integration to project management and final implementation.

#### 3. The Strategic Solution
The core strategy was to create a "vertical garden" that would become the building's identity and solve the environmental challenges. This biophilic approach transformed the repetitive geometry of high-rise living into an animated, living facade.
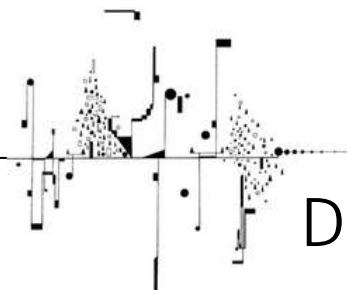Key strategic features included:

- **A Living Façade**: The wavy, white cement facade incorporates modular flower boxes integrated into the balconies. This creates a dynamic, living pattern that acts as a privacy filter while reducing heat absorption.

- **Integrated Sustainability:** Green walls, green porches between units, and a large roof garden were used to control the building's temperature. The design also incorporated intelligent detection sensors and systems to utilize rainwater, achieving a higher level of sustainable architecture.

- **Optimized Views:** The tower's orientation and the design of its wide terraces were explicitly planned to provide the maximum number of residents with a "dreamy view of the sea".
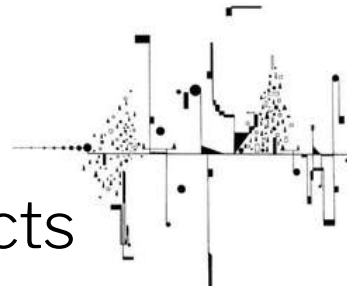
#### 4. The Outcome
The project successfully delivered a landmark 17-story tower with a distinct biophilic identity that sets it apart in the Shahr Aftab complex. The design effectively combines a striking aesthetic with high-performance sustainability, controlling energy consumption in a harsh climate while providing residents with luxury amenities and premier views.

**WINNER**
A'DESIGN AWARD
& COMPETITION
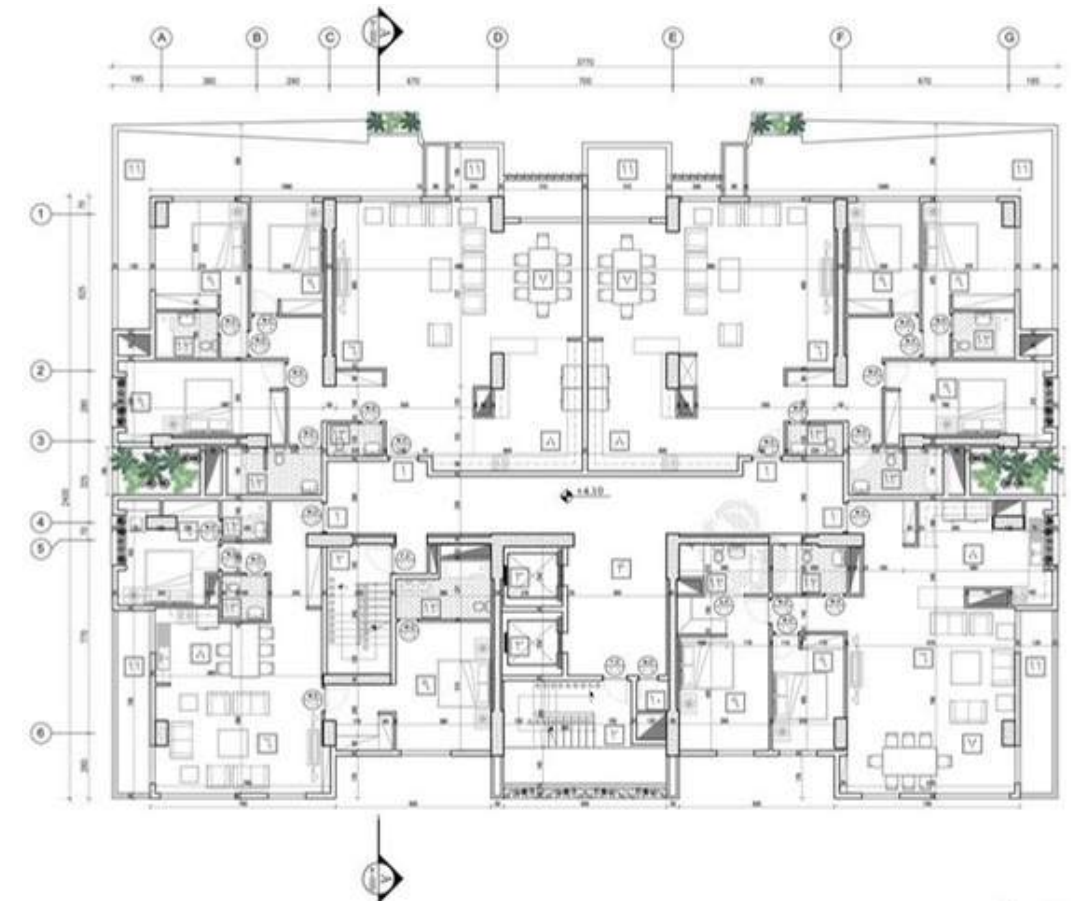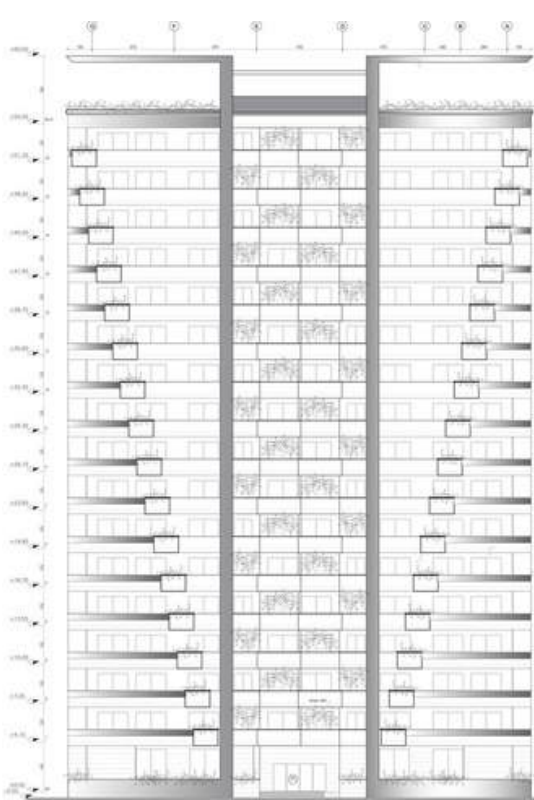
## KASHAN
## INTERNATIONAL HOTEL

Year: 2016-2018 (Design Phase)

Location: Kashan,IRAN.

Area: 116,035 Square Feet

Client: Mr. Ferdos

Project Budget: $22M

Status:

- Design Phase: Completed
- Construction: In Progress

Design & Construction: AKAD

Lead Architect & Designer: Mahdi Fakhimi

## Project Showcase: KASHAN INTERNATIONAL HOTEL

### Experience-Led Architecture | Kashan, Iran | 2016-2018| 116,035 sq ft

**1. The Client & Challenge**

The client, Mr. Ferdos, envisioned a luxurious hospitality project in the harsh, arid climate of Kashan. With no green space surrounding the site, the primary challenge was to combat the hot and dry desert environment. The design needed to be introverted, creating its own serene microclimate and internal views to provide a high-end, culturally immersive guest experience while prioritizing energy sustainability.

**2. My Role & Leadership**

As the Lead Architect and Designer, I oversaw the entire project from initial feasibility studies and concept design through to construction documentation and stakeholder oversight. I pioneered the project's "Fusion Style" methodology, a design strategy blending traditional Iranian architectural codes with modern performance standards. My leadership focused on integrating culture, sustainability, and a refined guest experience.

**3. The Strategic Solution**

The design solution was an introverted building centered on my "Fusion Style" methodology. This approach merges cultural preservation with ecological intelligence. To combat the desert climate, the design reimagined the traditional Persian garden as a modern luxury feature.

Key strategic features included:

- **Central Courtyard Oases:** Three central courtyards form the heart of the hotel, creating serene microclimates shielded from the harsh exterior. Most guest rooms were oriented around these courtyards, offering views of plants and fountains instead of the barren landscape.

- **High-Performance Façade:** A specially designed GFRC façade, based on traditional Iranian geometric patterns, was implemented. This shell served a dual purpose: providing a culturally significant aesthetic while enhancing energy sustainability by moderating thermal gain.

- **Biophilic Integration:** Plant-covered facades and extensive greenery throughout the floors were used to actively moderate the desert climate and improve the guest experience.
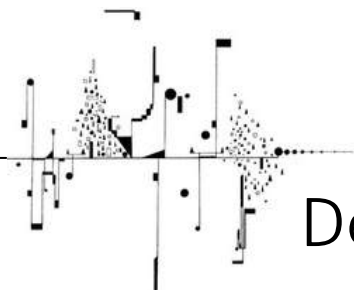
**4. The Outcome**

The project seamlessly merged traditional architectural elements with modern, sustainable construction techniques, resulting in a design celebrated for both its cultural preservation and ecological performance. The hotel's unique, award-winning design has established it as a landmark destination for architectural and cultural tourism in the region. Its success demonstrates the commercial value of investing in high-quality, culturally-sensitive design, elevating the client's brand and attracting a discerning global clientele. This achievement was recognized with a Bronze Medal at the 2018 A'Design International Architecture Awards in Italy.
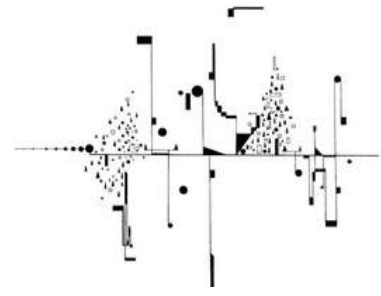
# Publications
## Article
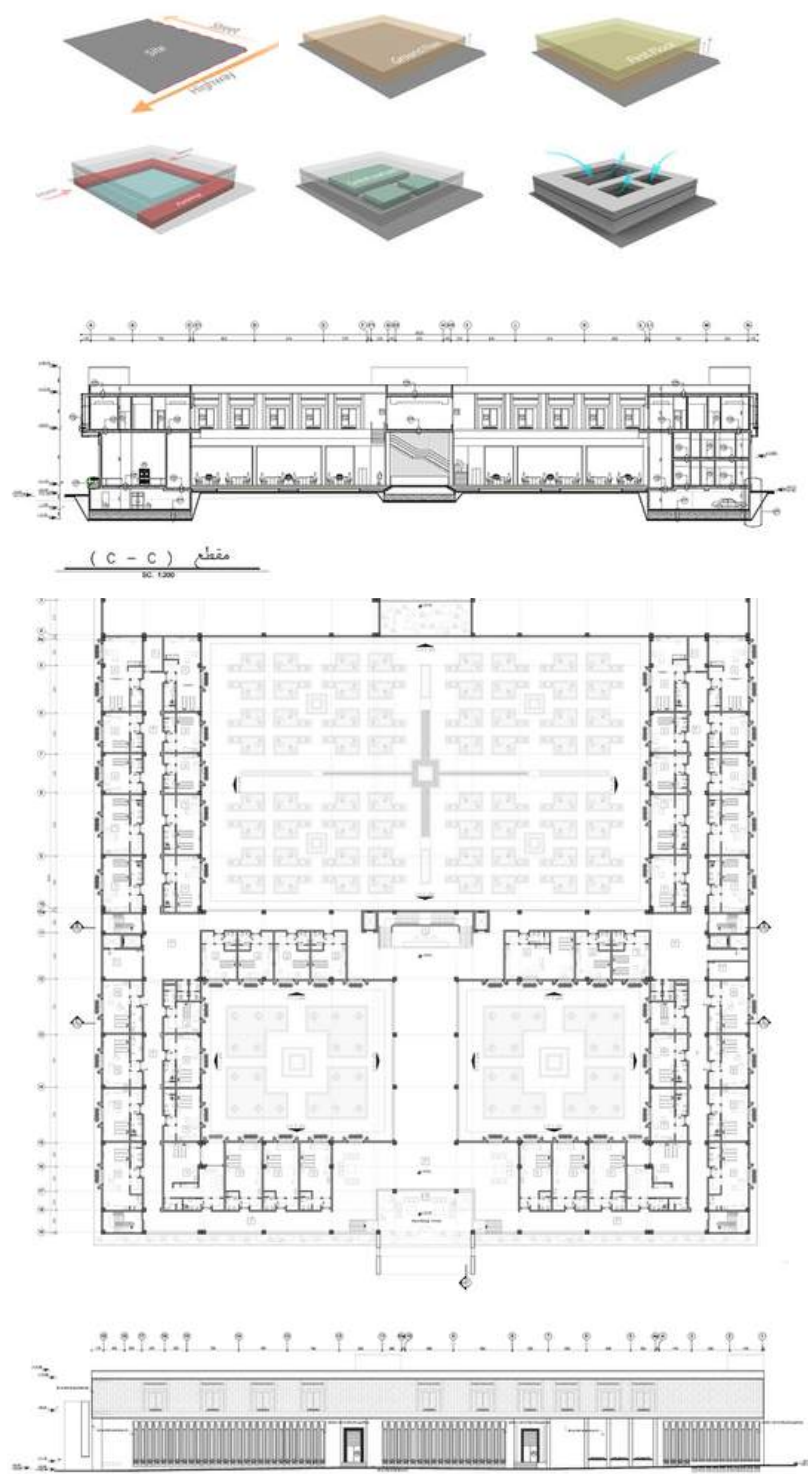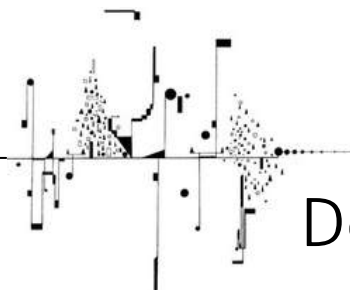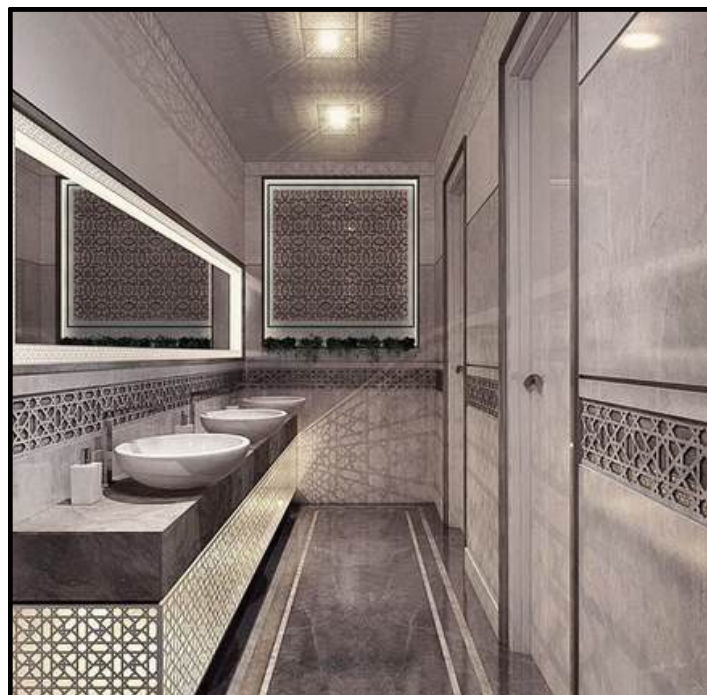
- **Human-Centered Design for Smart Home Technologies: A Framework for Aging and Mental Health;** *Affordable Technologies for Improving the Mobility of an Aging Population, Frontiers in Digital Health, 7, Section: Human Factors and Digital Health, (2025).*

- **Smart-home innovation for older adults' mental health: Reimagining usability and accessibility.** *Preventing Chronic Disease, 22, 250113. (2025).*

- **Human-Centered AI Systems for Adaptive and High-Performance Intelligent Buildings,** *Journal of Artificial Intelligence Research (JAIR),* (2025). (Under peer review)

- **Integrative Design Strategies for Healthy Aging: Innovative Frameworks for Aging in Place,** *Aging and Public Health: Integrated Strategies for Lifelong Health: Multidimensional Approaches to Aging and Lifestyle Interventions, Frontiers in Public Health.* (2025). (Under peer review)

- **Designing for Dignity: Empowering Life Through Synergistic and Integrated Design Solutions for Aging in Place,** *Interior Design Towards the Sustainable Environment: People, Environment, Design, Technology, Journal of Buildings, MDPI.* (2025). (Under peer review)

- **Evaluating Smart Home Usability and Accessibility in Early Detection and Intervention of Mental Health Challenges Among Older Adults;** *Healthy, Safe and Active Aging, 2nd Edition, Journal of Aging and Longevity, MDPI.* (2025).

- **Emerging transformative design in healthcare architecture: Integrating space syntax and shape grammar in Maggie's centers.** *International Journal of Science and Research Archive, 14(02), 305-319.* (2025)

- **Bridging the Gap: Innovative Design Solutions for Healthy Aging,** *Presented at The Geriatric Research, Education, and Clinical Center (GRECC) of the U.S. Department of Veterans Affairs (VA).* August (2024).

- **Integration of XR and AI in Optimizing Human-Centered Living Spaces: A Scoping Review,** *Journal of Propulsion Technology, Vol. 45 No. 02* (2024)

- **Towards a healthy living space design based on human behavior in epidemic conditions with a computational design approach.** *2nd International Congress of Civil Engineering, Architecture and Environment.* Helsinki, FINLAND. November (2022).

- **Design computing approach regarding spatial configuration based on human behavior for the pathology of indoor spaces during the pandemic,** *The 5th international conference on new ideas in architecture, urban planning, geography, and sustainable environment,* Mashhad, IRAN. October (2022).

- **Redesigning living spaces based on a computational design to achieve a healthy building with the approach of preventing the spread of infections and viruses.** *The 6th International Conference on Civil Engineering, Architecture and Urban Planning,* Tehran, IRAN. September (2022).

- **The Effectiveness of applying AI in enhancing Indoor Health (Investigation of the Effect of Artificial Intelligence in Interior Spaces with the Approach of Preventing COVID-19 in "Shirkuh" Residential Unit by Dynamic System Method),** *4th International Conference & 5th National Conference on Civil Engineering, Architecture, and Urban Design,* Tabriz, IRAN, March (2022).

- **Review of living space design principles and standards during the Corona pandemic and the need to redefine them in the post-corona world,** *7th International Congress on Civil Engineering, Architecture, and Urban Development,* Tehran, Iran, December (2021).

- **Effectiveness of using artificial intelligence in building energy sustainability" Investigating the application of AI in the energy sustainability of IPMI building using dynamic systems development method",** *6th International Conference on Civil, Architecture and Urban Management.* Tbilisi, GEORGIA, October (2021).
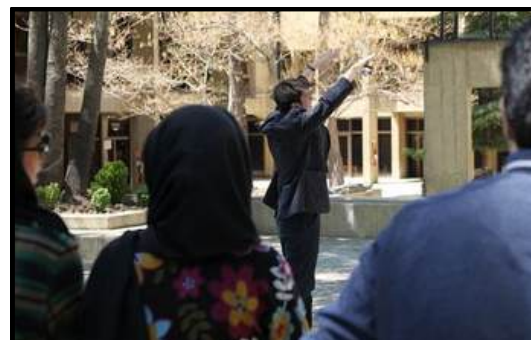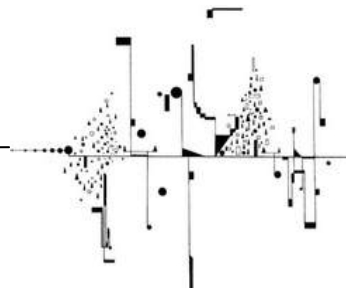
### Teaching Assistant  (2023 – 2025)

- College of Design, University of Minnesota, USA
- IDES 2603 Interior Design Studio III, Instructed design skills and presentations.
- IDES 3162 - History of Interiors and Furnishings: 1750 to Present.

### Lecturer & Instructor 2010 – 2021

- Department of Interior Design, Soore University, Tehran, Iran
- Instructed various design courses, fostering innovative thinking and creativity.
- Mentored over 20 students to successful thesis completion, demonstrating effective mentorship.
- Updated the Interior Design Standards course to align with current industry practices.

### Adjunct Instructor 2010 – 2011

- Department of Architecture, Tehran University, Kish Islands, Iran
- Led student projects that won national awards, demonstrating exceptional academic mentorship.
- Introduced advanced design methods, equipping students for future challenges.

### Instructor 2009 – 2010

- Department of Graphic Design, University of Applied Science and Technology, Tehran, Iran
- Delivered courses in graphic design, emphasizing user-centered design principles.

### Teacher 2006 – 2008

- Technical and Vocational High School, Architecture & Building Drawing, Tehran, Iran
- Instructed students in architecture and building drawing, preparing them for higher education.

# Leadership and Volunteer Work



GRAND JURY PANEL

- **Grand Jury Member**
  - A' Design International Competition and Awards, Italy, Since 2024

- **Membership**
  - Member of Association of Professional Futurists (APF)
  - Member of International Interior Design Association (IIDA)
  - Associate Member, American Institute of Architects (AIA)
  - Member of American Society of Interior Designers (ASID)
  - Member of IEEE, R4 -R6 -Western USA - Orange County Section
  - Member of Computational Intelligence Society, USA.
  - Member of Social Technology Implications Society, USA.
  - Member of SpaceArchitect Society, USA.
  - Member of International Association of Designers, (IAD).
  - Member of International Design Club, (IDC).
  - Member of Iran Construction Engineering Organization (IRCEO).
  - Member of Iranian Architects Society, IRAN.

- **Jury Member**
  - Third International Conference on Architecture Engineering and Town Planning, Tehran, Iran (2021)

- **Member of the Founding Board**
  - National Award of Iran's Architecture, Iran (2020)

- **Executive Director**
  - National Convention of Future Architecture Prospects and Strategies of Iran, Tehran, Iran (2016)

- **Faculty Member**
  - International Symposium on Architecture and Urban Design of Iranian and Italian Universities, Tehran, Iran (2013)

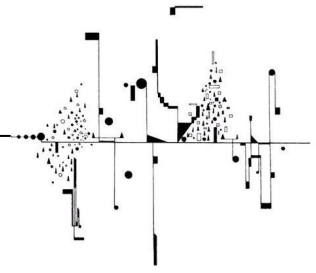- **Member of Professional Council**
  - Department of Interior Design, at Soore University, Tehran, IRAN. 2012

- **Member of Editorial Board**
  - Quarterly Journal of Architecture & Urban Design, IRAN. 2008

# Closing Statement

... This portfolio represents my work across architecture, interiors, and emerging interactive technologies, integrating spatial performance, user behavior, and experience strategy into cohesive design systems. I approach each project as a balance of function, emotion, and clarity, ensuring environments not only look compelling but operate intuitively and support the people who use them. Across global projects and AI/XR research initiatives, my focus has remained consistent: understanding behavior, translating complexity into clear spatial logic, and designing environments that are adaptive, meaningful, and human-centered. I aim to collaborate with organizations that value interdisciplinary thinking and see space as both a functional system and an experiential medium. Every project in this portfolio reflects that philosophy, where architecture meets interaction, and design becomes a living, evolving experience.

## ADDRESS

Irvine, CA
Willing to relocate

## EMAIL

info@mahdifakhimi.com
mahdifakhimi@gmail.com

## PHONE

(952) 228-4574

## APPENDIX

- Full supplemental materials available upon request.
- Links to additional visual content: www.mahdifakhimi.com