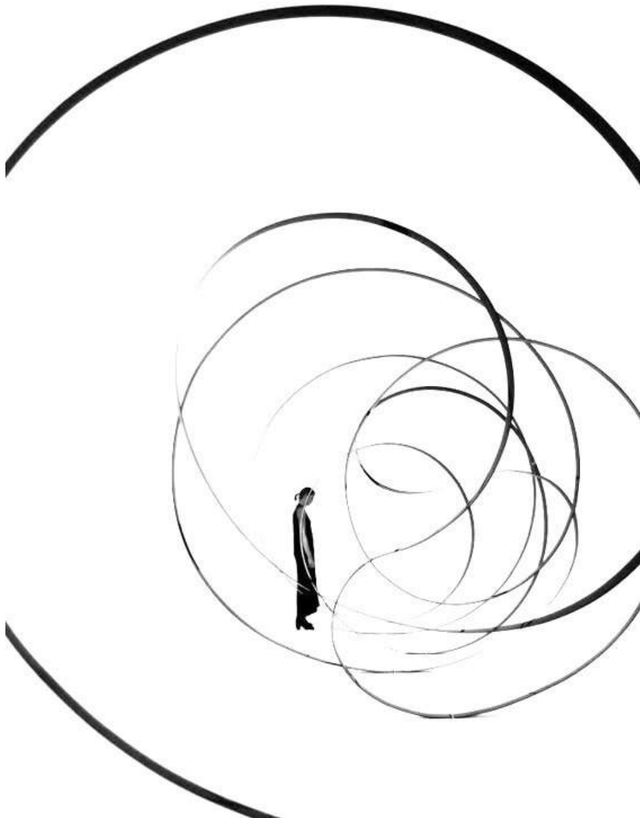
Portfolio

MAHDI FAKHIMI
2026

Creative Direction · UX Systems · Research-to-Decision Leadership

DESIGN LEAD | EXPERIENCE SYSTEMS



Introduction

MAHDI FAKHIMI
2026

I lead experience systems for complex ecosystems where user behavior, operational constraints, and business objectives intersect. I turn ambiguity into decision clarity by defining the real problem, mapping journeys and failure modes, and translating research into system rules, decision logic, and measurable criteria teams can execute. My work spans product UX, service design, and AI-assisted decision support, grounded in usability, trust, accessibility, and performance modeling. I focus on making trade-offs explicit early—aligning stakeholders, reducing downstream risk, and enabling confident decisions before change becomes expensive.

Education & Skills

Education

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
- GPA: 3.9

M.Arch

- **Continuous Master**

- Azad University (IAU), Hamedan, Iran
- Completed in February 2009
- GPA: 3.8

Capabilities

Product & UX Strategy

• Problem framing (JTBD), success metrics (North Star + KPIs), roadmap prioritization
• Experience strategy for complex journeys; trade-off definition and decision alignment
• Service blueprints and operating-model-aware UX (constraints, roles, failure modes)

Interaction & Systems

• IA, flows, task models, edge cases, interaction patterns
• Design systems thinking (components, governance, consistency at scale)
• Rapid prototyping from low-fi to test-ready high-fi

Research (Mixed Methods)

- Qualitative and quantitative research: interviews, usability testing, concept testing, survey design
- Synthesis through thematic analysis, insight frameworks, and opportunity mapping
- Translation of findings into requirements, hypotheses, prioritization logic, and iteration plans

Leadership & Delivery

- Cross-functional leadership across design, product, engineering, operations, and stakeholders
- Workshop facilitation, critique leadership, and decision documentation
- Delivery under real-world constraints of scope, time, feasibility, quality, and risk

Tools

Figma, FigJam, Miro, Adobe CC, PowerPoint

Studios & Leadership

Design Director | Aug 2025 – Present
EB1A Design Studio — Irvine, CA . linkedin.com/company/eb1a-design-studio

- Own experience strategy and creative direction for complex service environments—turning user behavior + operational constraints into repeatable experience frameworks, decision rules, and measurable performance models.
- Define end-to-end experience system logic (zoning, circulation, service workflow, wayfinding, acoustic behavior) and translate it into decision-ready design criteria for delivery teams.
- Build scenario models + validation plans to quantify experience performance prior to execution (assumptions documented; measurement plan defined).
- Modeled / projected outcomes: +38% wayfinding performance, –41% noise-avoidance behaviors, +22% staff flow efficiency (scenario-based modeling; validation plan defined).

Founder & Design Strategist | Aug 2023 – Present
OmnidoraLab — Los Angeles, CA . *linkedin.com/company/omnidoralab*

- Lead UX-driven R&D and IP development for AI-assisted experience decision systems (SPAIXRA™, INNIRA™), bridging research, constraints, and system architecture into traceable design decisions.
- Directed development of system maps, interaction models, and decision logic linking behavioral insight, compliance constraints, and measurable experience outcomes.
- Produced prototype concepts and framework-level artifacts (architecture diagrams, mode library logic, decision traceability) designed for repeatable application across contexts.
- Projected/prototype outcomes: +24% wayfinding, +29% shared-space utilization, –18% friction (model-based; assumptions documented).

Graduate Research Assistant (User Experience and Human Factors) | Aug 2023 – May 2025
University of Minnesota — College of Public Health & College of Design – Minneapolis, MN.

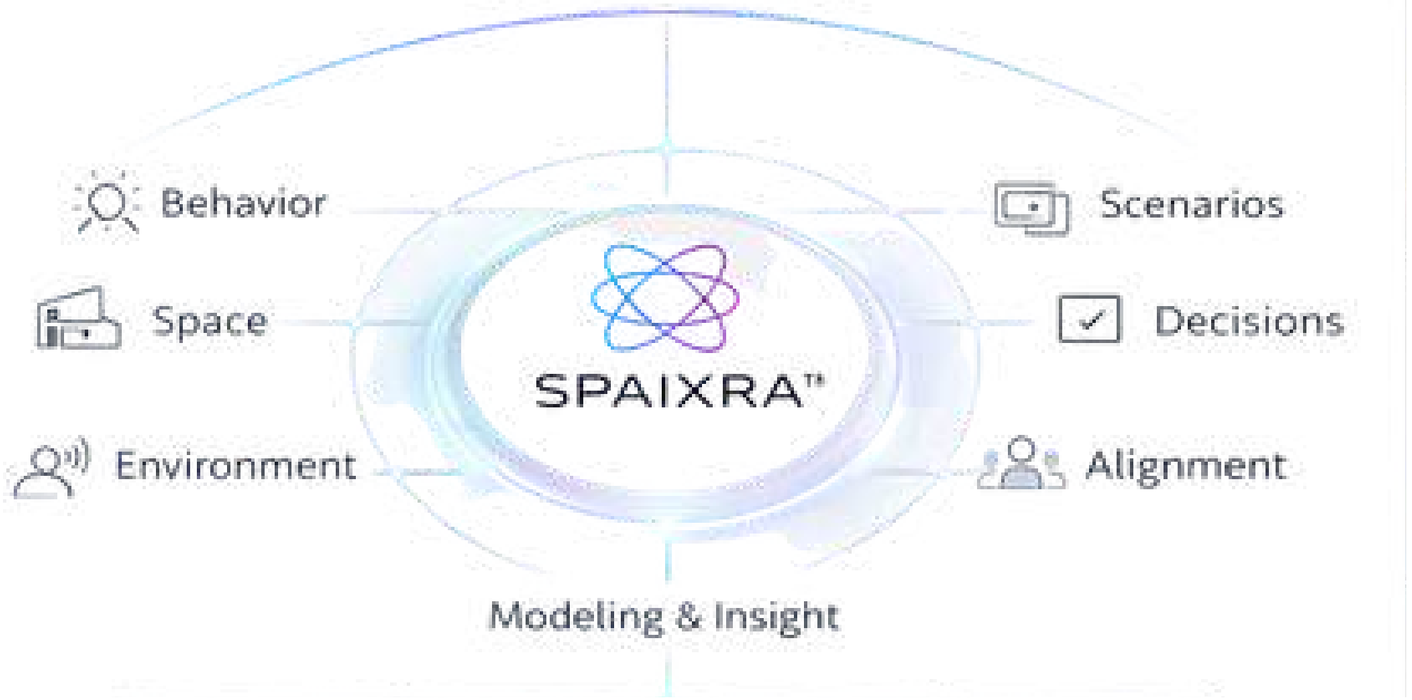
- Conducted applied UX/HF research for public-service systems; converted mixed-method evidence into prioritized, stakeholder-ready decision guidance for regulated journeys.
- Analyzed ~100 UX interviews for a Medicaid platform; identified barriers across usability, accessibility, trust, and workflow in high-stakes interactions.
- Delivered mixed-method synthesis into actionable recommendations + prioritization logic to improve comprehension, confidence, and clarity across constrained service flows.
- Framed findings into decision categories (what to fix now vs later; risk/impact) to support cross-functional planning.

Design Director & Project Manager | Feb 2009 - Jan 2022
AKAD Design Group – Tehran, Iran · *linkedin.com/company/akad-design-group*

- Led 100+ client programs end-to-end—operating as an experience systems lead across discovery, requirements, concept frameworks, execution, and evaluation.
- Built delivery systems and quality standards (workflows, review cadence, documentation practices) transferable to product/platform environments.
- Led multidisciplinary teams through complex constraints while maintaining consistency of experience logic from concept to implementation.
- Built and managed a 20+ person team; work recognized with 7+ international awards.

Design Manager | Jun 2004 - Jan 2009
Maan Honar Armani – Tehran, Iran · *linkedin.com/company/maan-honar-armani*

- Scaled a boutique studio delivering integrated experience, visual, and narrative systems across parallel client workstreams.
- Led and mentored 10–15 designers and 100+ junior creatives, establishing systems-thinking habits and critique routines that improved consistency and throughput.
- Directed concepts for 40+ clients annually, building repeatable storytelling and concept-development frameworks recognized nationally.



SPAIXRA™

AI-assisted Experience Decision Support
(UX Systems + XR Scenarios)
Flagship UX Strategy Case

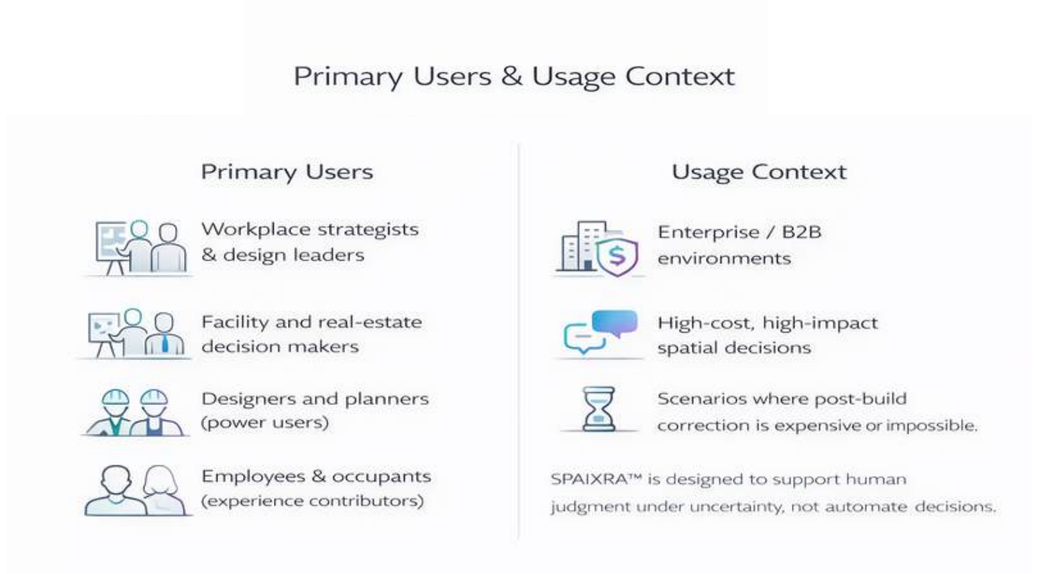
Role: Design Lead (Experience Systems) · UX Strategy · Interaction Model
Domain: Enterprise decision support · Service design · Human-centered AI
Status: Provisional patent filed · Prototype UI + system architecture · Method validated via pilot case

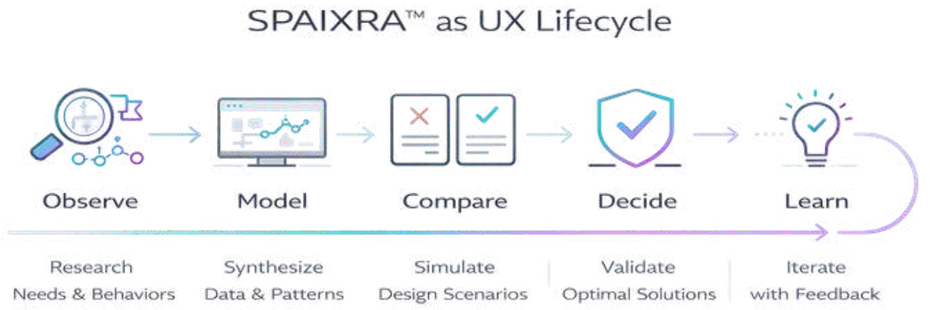
Context & Challenge

Designing Better Decisions Before Change Becomes Irreversible
Organizations commit major budgets to high-impact environments, yet the most consequential experience decisions are still made with static representations and late feedback—when change is expensive and politically difficult.

The gap: teams can see what will be built, but not how it will perform for real users across competing profiled behaviors.

Success required: a decision system that makes trade-offs explicit (focus vs. collaboration, privacy vs. openness, flow vs. density), enables early scenario testing, and increases decision confidence before commitment.





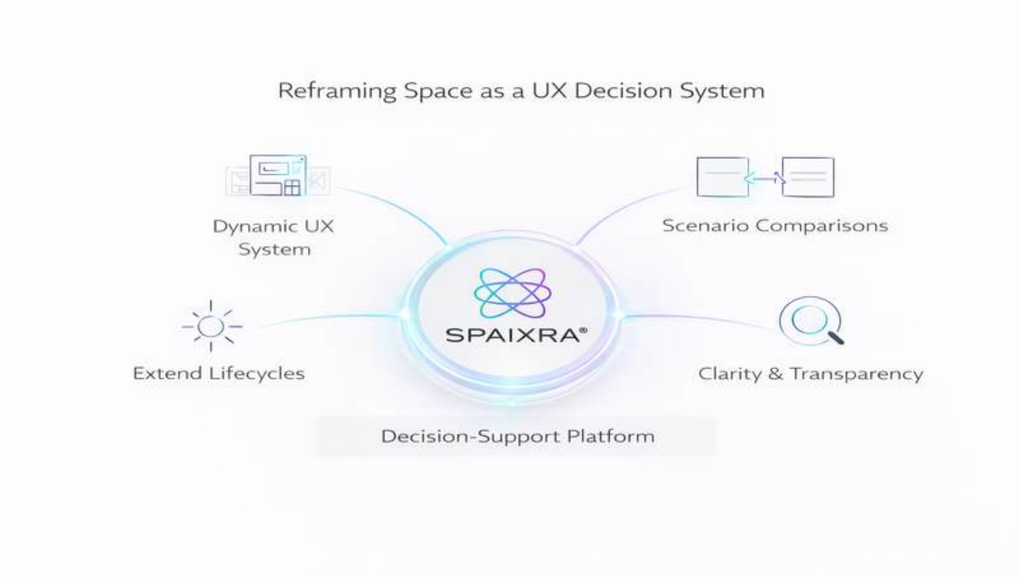
Research & Insight

Research Inputs (Observed / Analytic)

- Analysis of workplace strategy workflows and stakeholder decision patterns
- Review of recurring experience failures and post-change friction themes
- Synthesis into decision-stage failure modes (unclear trade-offs, late feedback, misalignment)

Key insight

Traditional tools describe form; they don’t help teams reason about experience outcomes. Physical and service environments behave like interfaces—so they need the same UX rigor: observe → simulate → compare → iterate.



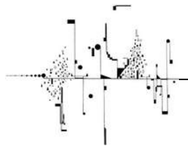
Strategy & Decisions

Product strategy: decision support, not automation

SPAIXRA™ is designed to strengthen human judgment under uncertainty, not replace it.

Strategic decisions

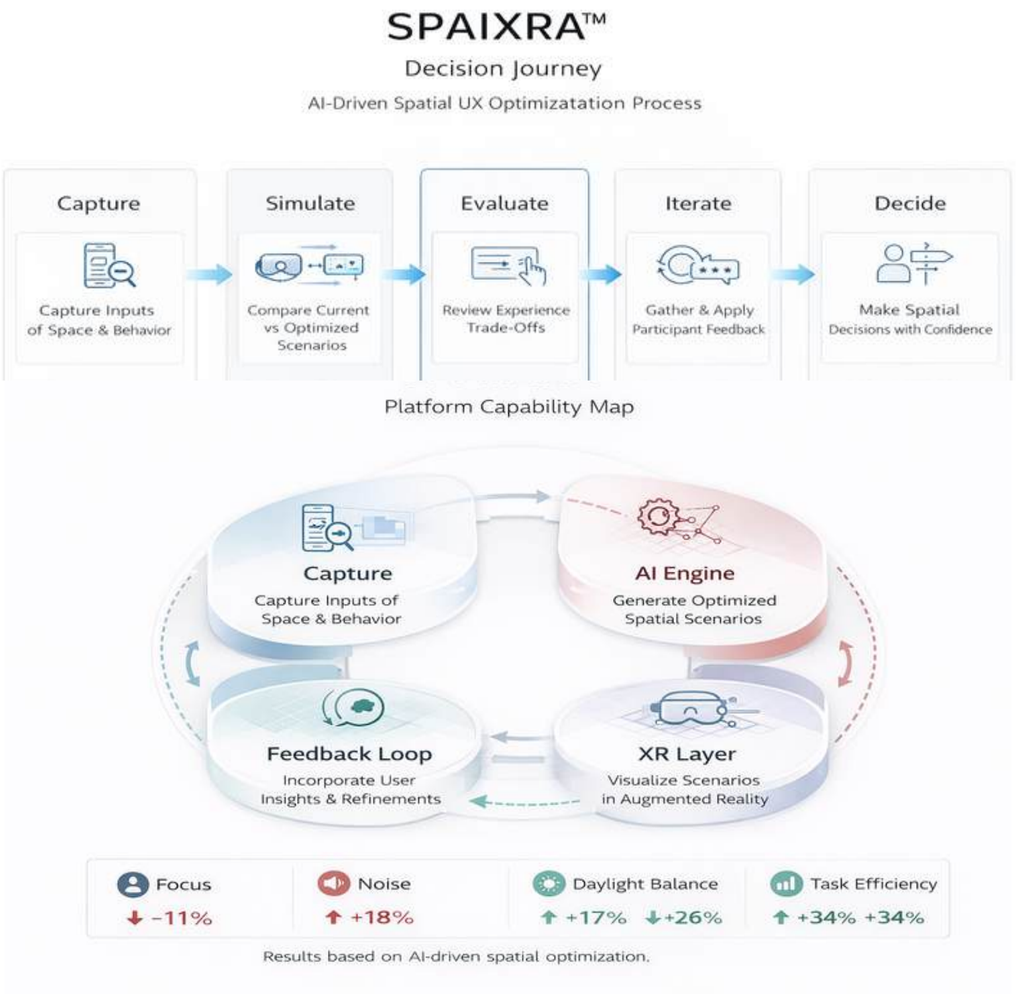
- Comparative scenarios over opaque “optimization scores”
- Transparency and traceability over black-box recommendations
- Explicit trade-offs and shared language for cross-functional alignment
- A learning loop that improves decisions through feedback over time



Design Execution

How the system works (UX lifecycle, extended beyond screens)

- **Capture** — behavior signals, operational constraints, environment conditions
- **Model** — patterns + benchmarks + trade-off logic → scenario hypotheses
- **Compare** — side-by-side scenario evaluation with defined KPIs
- **Decide** — traceable recommendations + rationale + risks
- **Learn** — feedback loop updates rules and scenario library

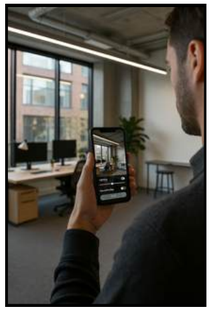


Validation Plan (Evidence Types)

Observed: on-site behavior mapping, staff interviews, journey friction notes
Measured: baseline vs post-change counts (interruptions, collisions, dwell time proxies)
Modeled: scenario outputs with assumptions + confidence labeling
Projected: expected range based on comparable patterns; marked as projections

What exists today
- Pilot application artifacts (scenarios, decision rules, recommendation package)
- Prototype interface concepts to communicate decisions to stakeholders

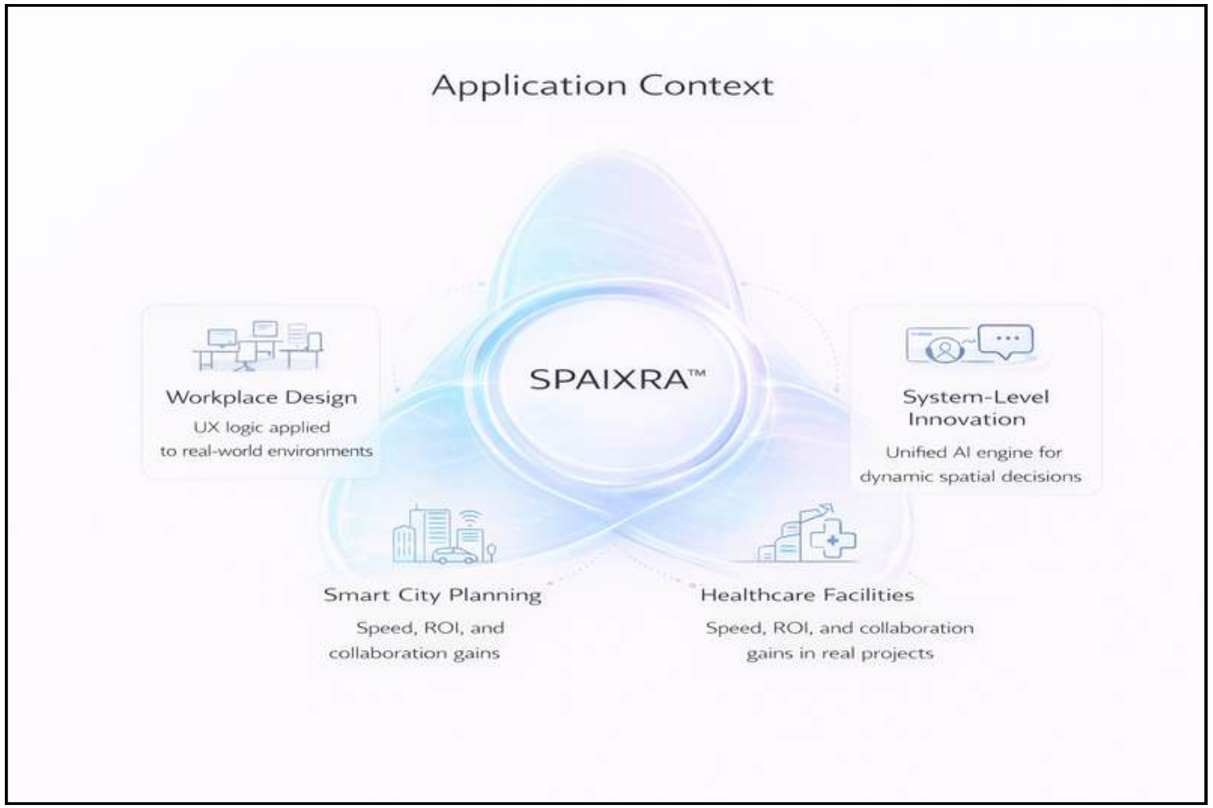
What would be added in deployment
- Instrumentation plan (event taxonomy + operational KPIs)
- Pre/post measurement protocol and reporting cadence



Application Context

Pilot application: Residence Inn Irvine Lobby
Chosen as a high-visibility, always-active service environment where disruption is costly and operational constraints are non-negotiable. The pilot tested whether scenario-based decision support can reduce behavioral ambiguity, improve flow, and increase decision confidence without renovation.

(Detailed application shown in the following case.)

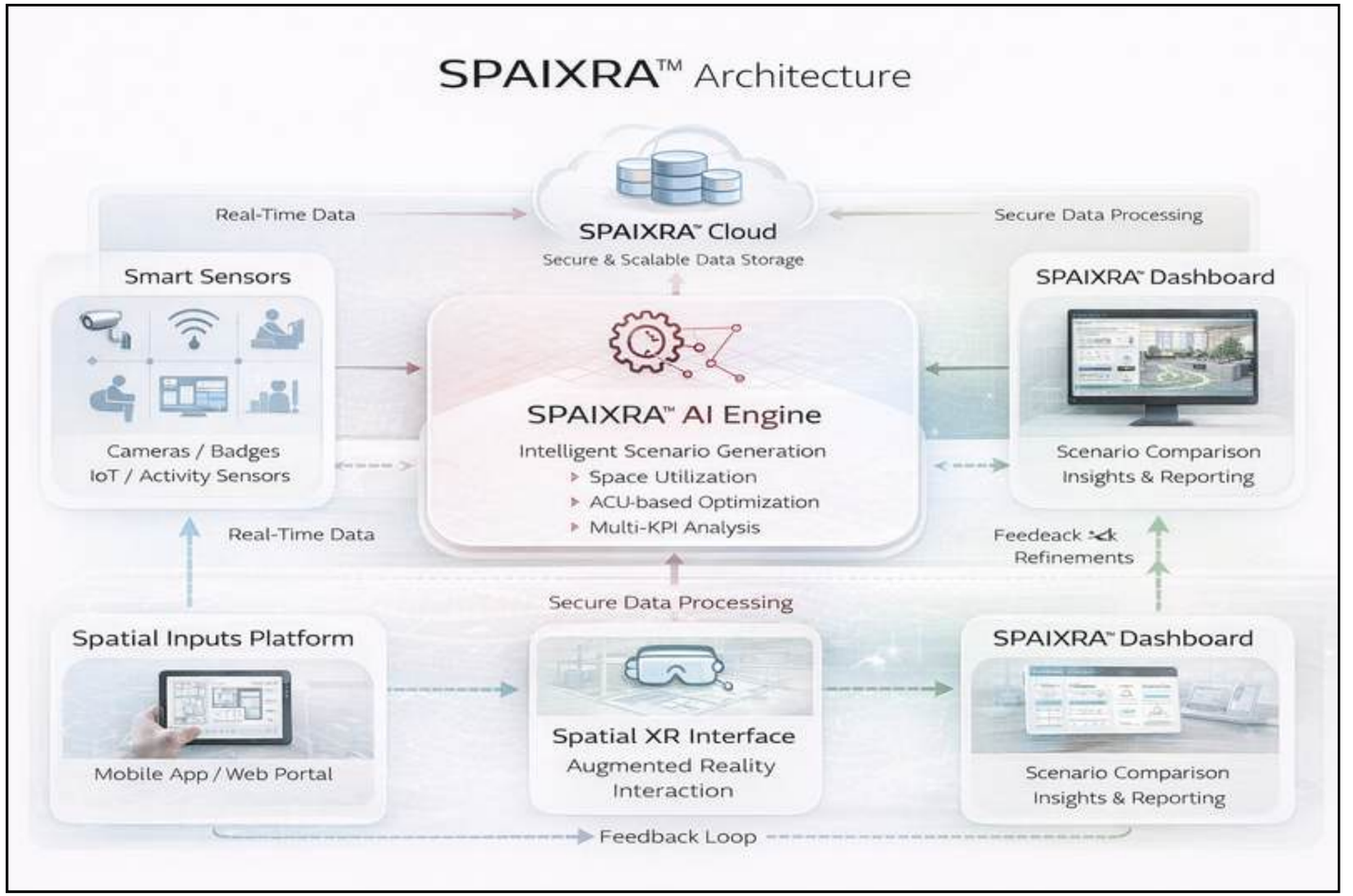


Supporting Artifacts 1: SPAIXRA XR Scenario Comparison

- Shows how XR visualization supports informed comparison of experience outcomes prior to implementation.

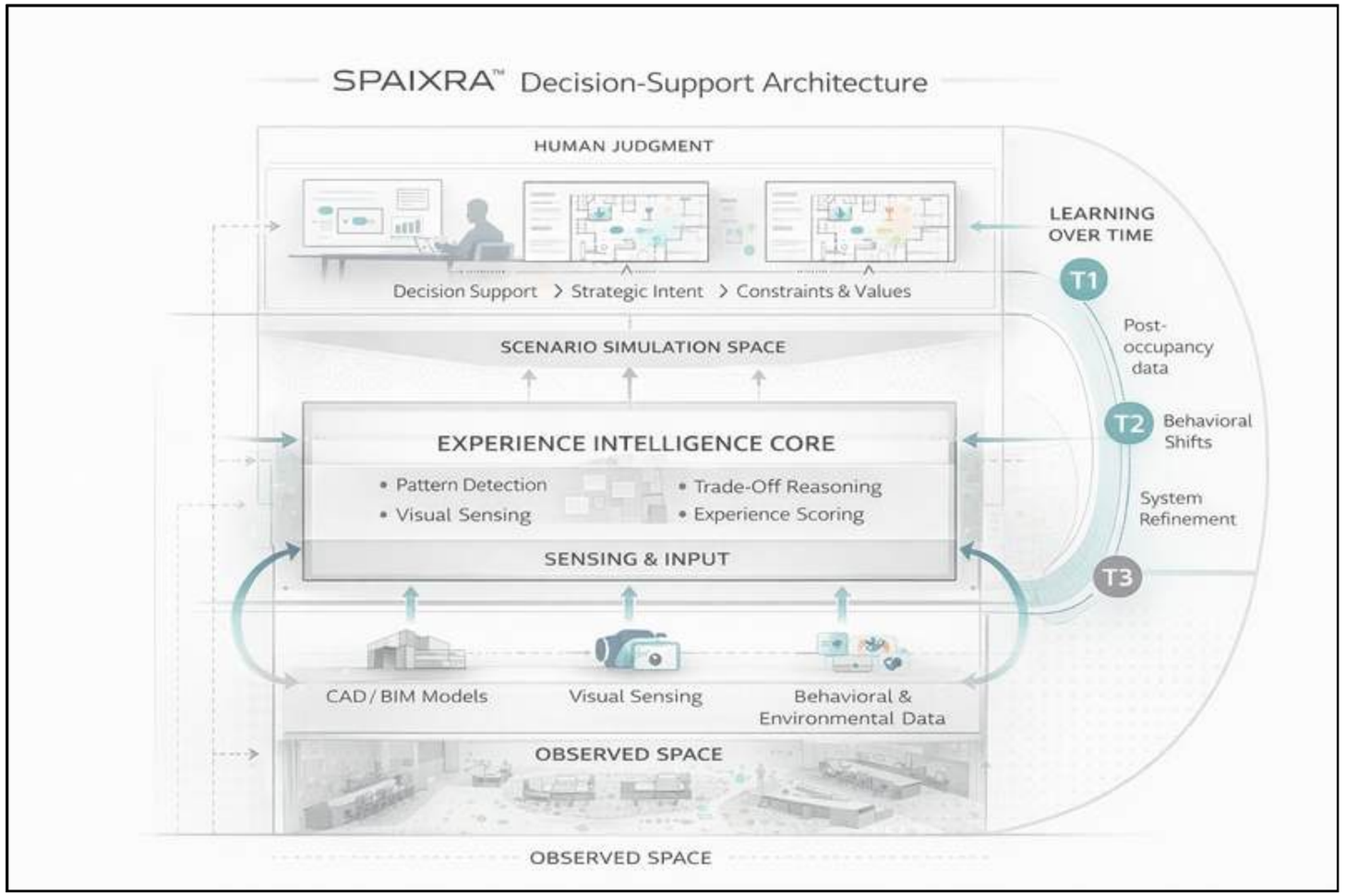
Supporting Artifacts 2: SPAIXRA System Architecture

- A high-level architectural view of the core components and data flows that power the SPAIXRA experience system.



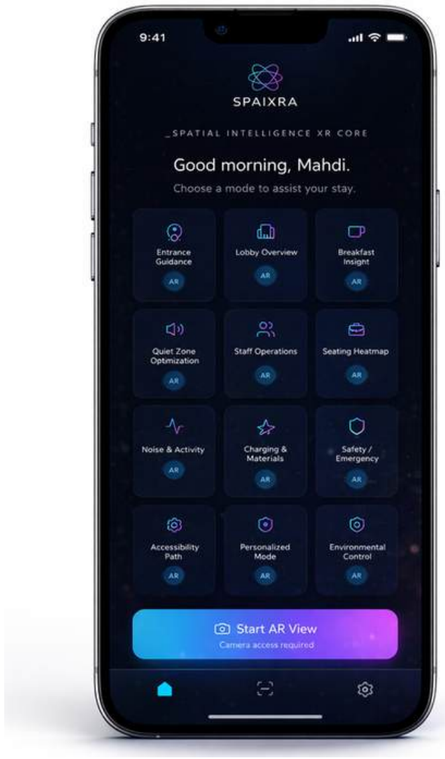
Supporting Artifacts 3: SPAIXRA Decision Support Architecture

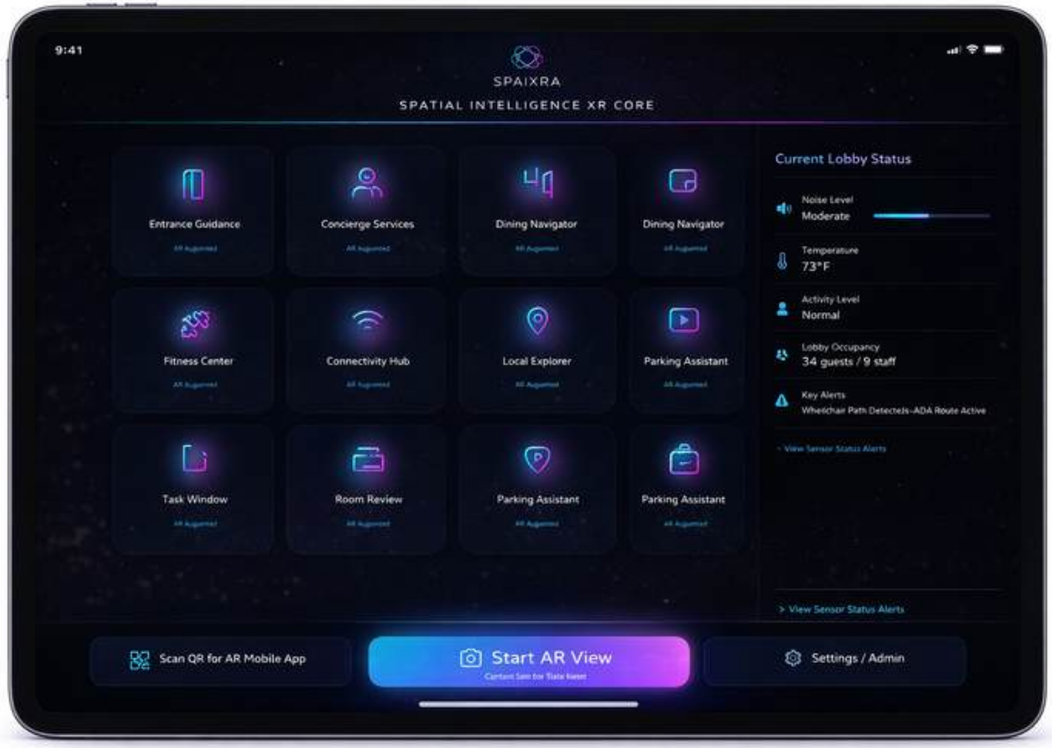
- A system-level view of how behavioral, spatial, and environmental inputs are translated into experience-led decisions.



Supporting Artifacts 4: SPAIXRA™ Mobile / Tablet /Interface

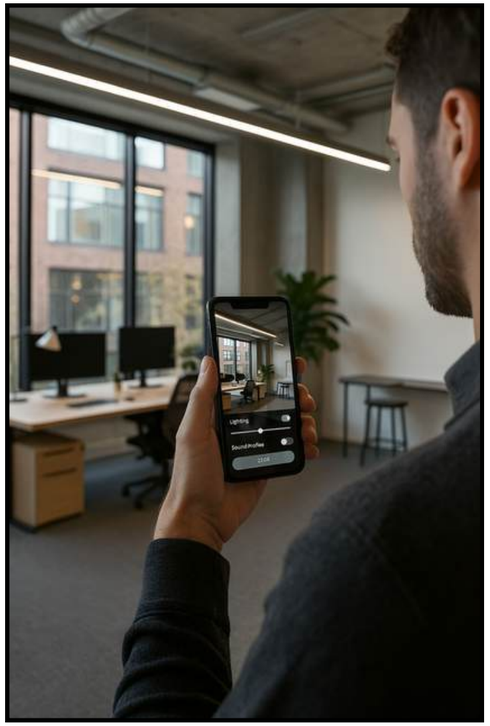
- Shared Spatial Intelligence Dashboard for Real-Time Experience Guidance and Operations





Supporting Artifacts 5: SPAIXRA UI System

- Representative interface concepts illustrating how the SPAIXRA system is experienced by stakeholders.



Residence Inn Irvine Lobby

Flagship pilot: scenario-based experience decisions under live operational constraints

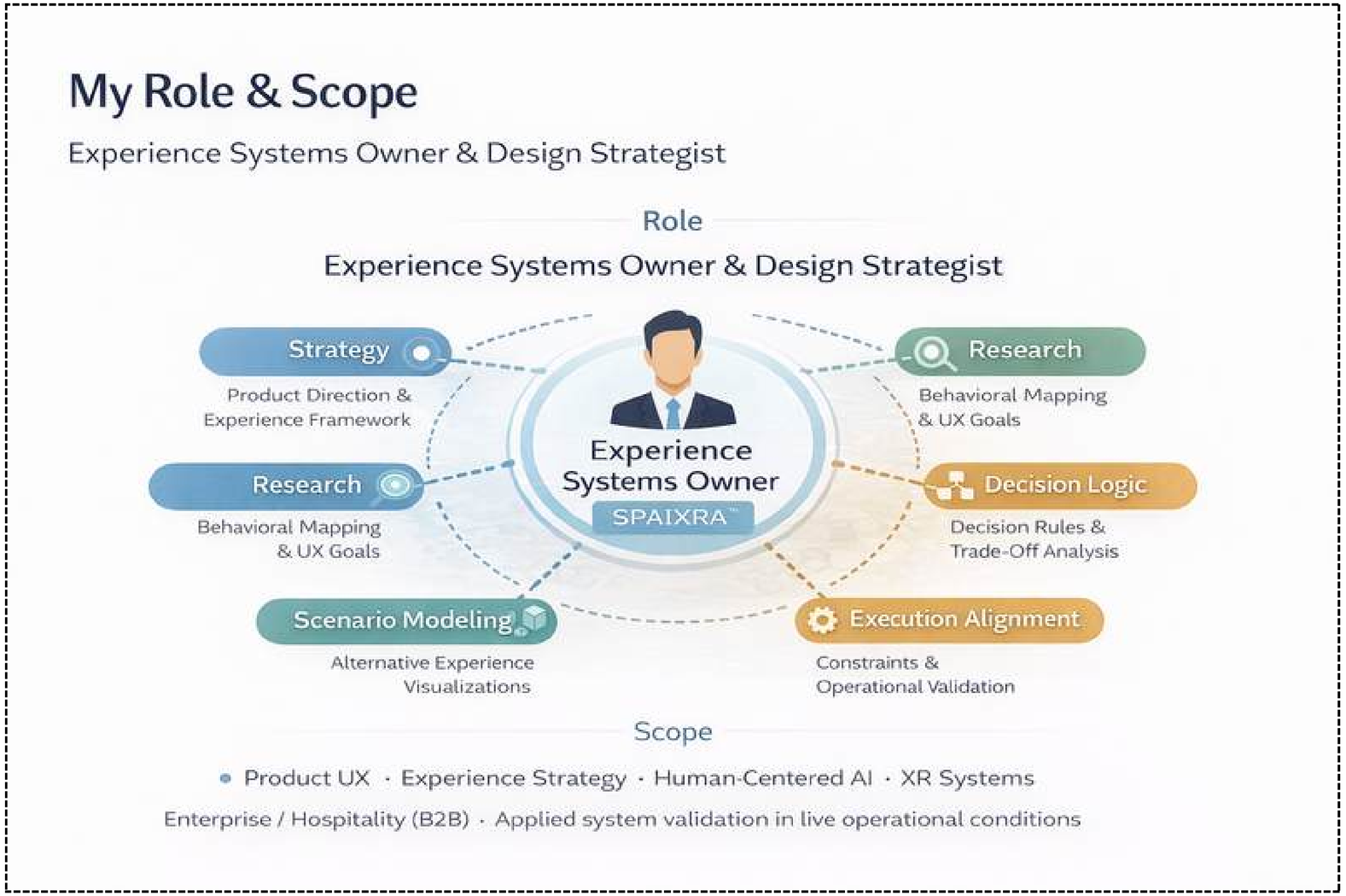
Hospitality / B2B · Service-environment UX decision system · Irvine, CA

Context & challenge: reducing behavioral ambiguity without renovation

The lobby must support overlapping modes—arrival, waiting, informal work, social interaction, breakfast service, and circulation—often simultaneously. The issue was not aesthetics; it was unclear behavioral guidance under operational pressure.

Constraints: no demolition; continuous operation; fixed footprint and furniture families; high time-of-day variability.

Success criteria: clearer behavioral cues at entry, fewer collisions between flows, improved acoustic/visual separation, reduced staff intervention.

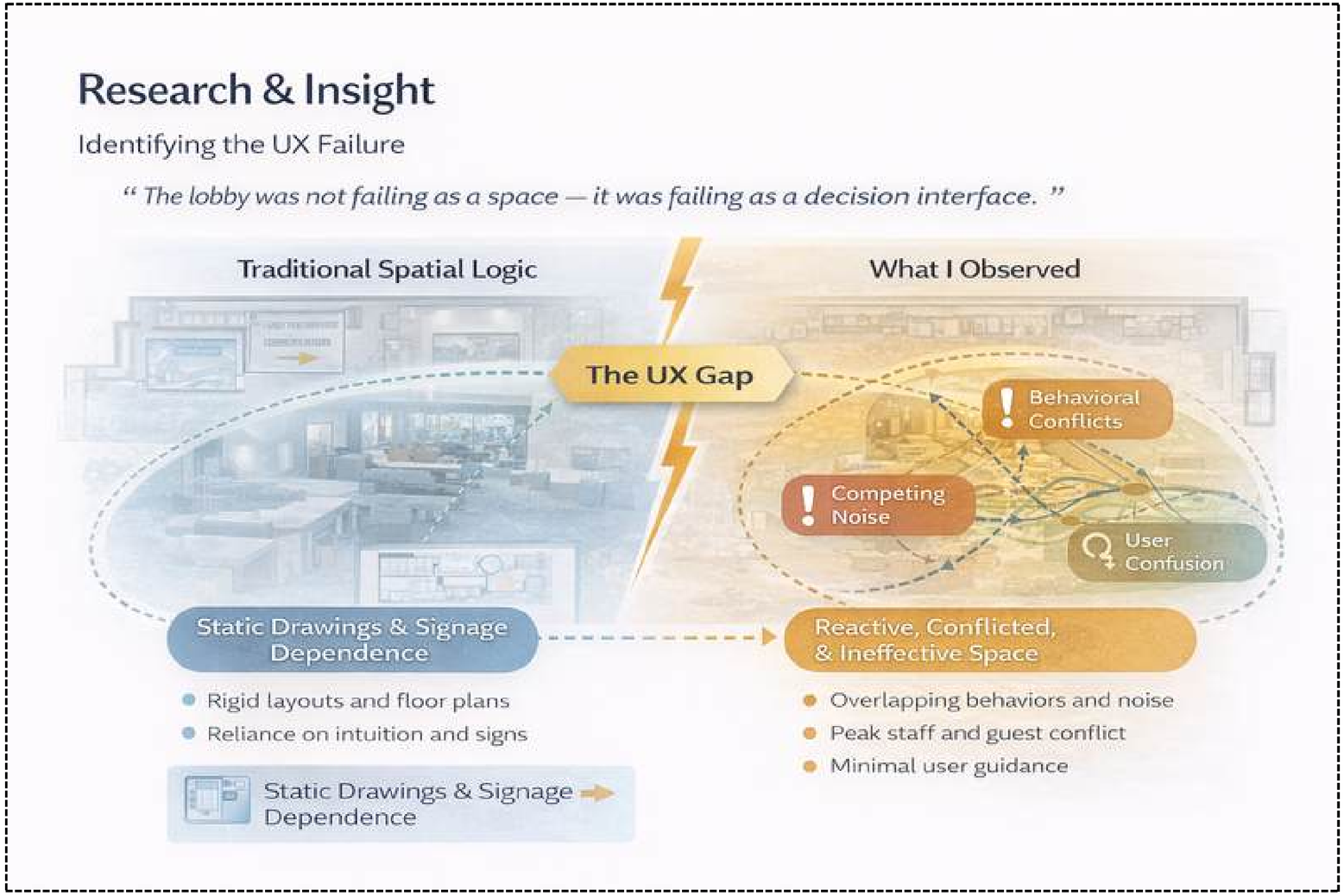


My role: experience decision systems owner

I owned end-to-end application of the SPAIXRA decision model: problem framing, behavioral modeling, scenario definition, decision rules, and recommendation outputs aligned to operational constraints.

Stakeholders: hotel ops, front desk, guests (arrival/work/breakfast).

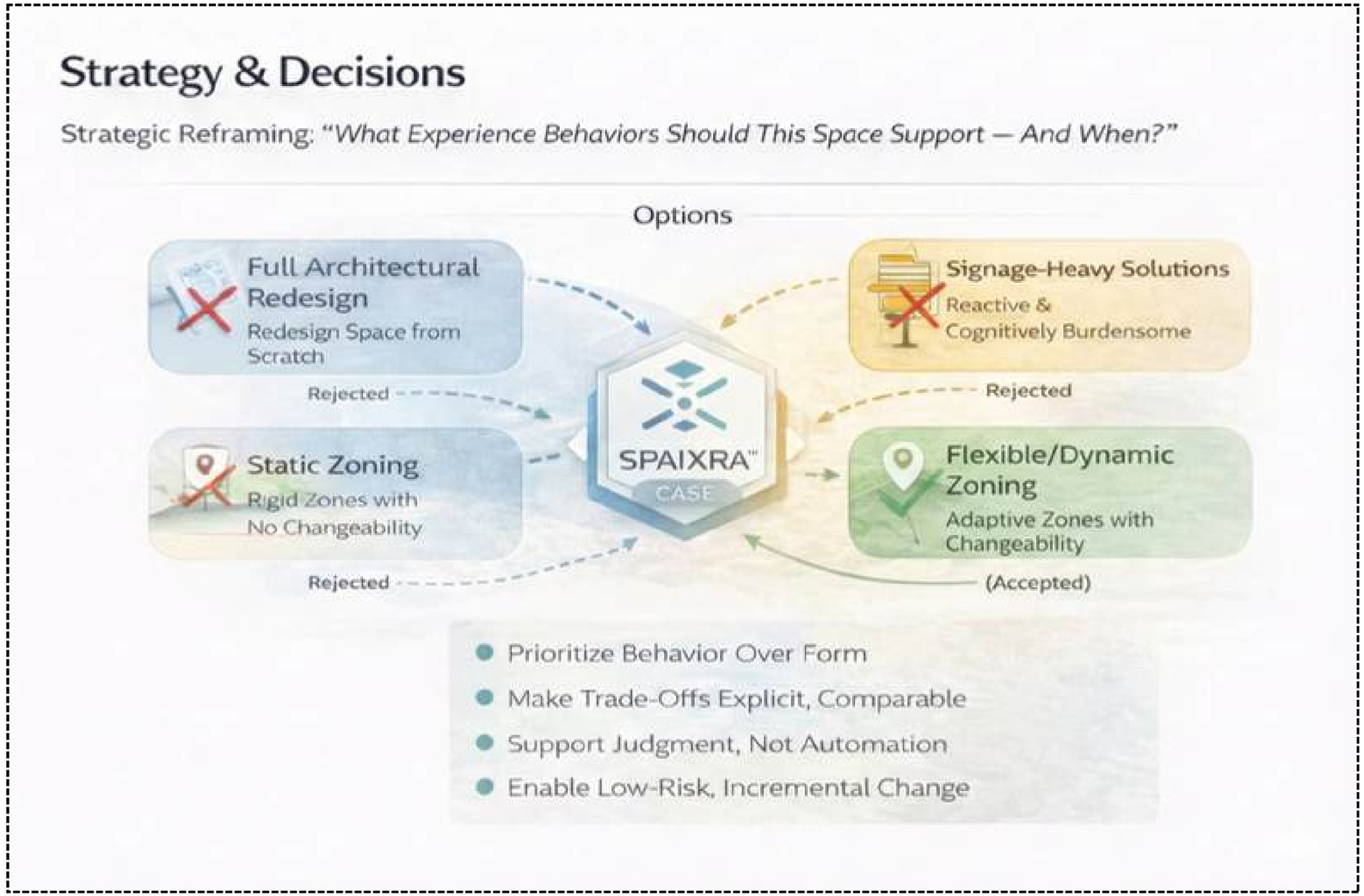
Outputs: scenario set, decision log, rule-based recommendations, decision-support UI mock, and validation plan.



Research & insight (Observed)

On-site observation and behavioral mapping showed the lobby was functioning as an interface without clear affordances: guests lacked cues upon entry, activities overlapped acoustically and visually, staff circulation conflicted with guest flow during peaks, and the space relied on signage or staff intervention instead of intuitive guidance.

Insight: the problem required adaptive decision logic, not a static layout answer.



Strategy: define which behaviors to support—by time and context

Rejected: structural renovation (cost/disruption), signage-heavy fixes (cognitive burden), static zoning (fails temporal variability).
Principles: behavior-first, explicit trade-offs, human-in-the-loop judgment, incremental low-risk change.

Design Execution

Execution: non-construction cues + rule-based zoning

- Behavior-based zoning: arrival/wait/work/social separated through geometry, sightlines, lighting rhythm—not walls.
- Flow-first circulation: decouple staff and guest paths during peaks to reduce conflicts.
- Ambient cues: furniture orientation, lighting gradients, and visual hierarchy guide behavior without instruction.
- Temporal flexibility: same footprint supports different modes by perceptual change, not reconfiguration.

Outcomes & Impact

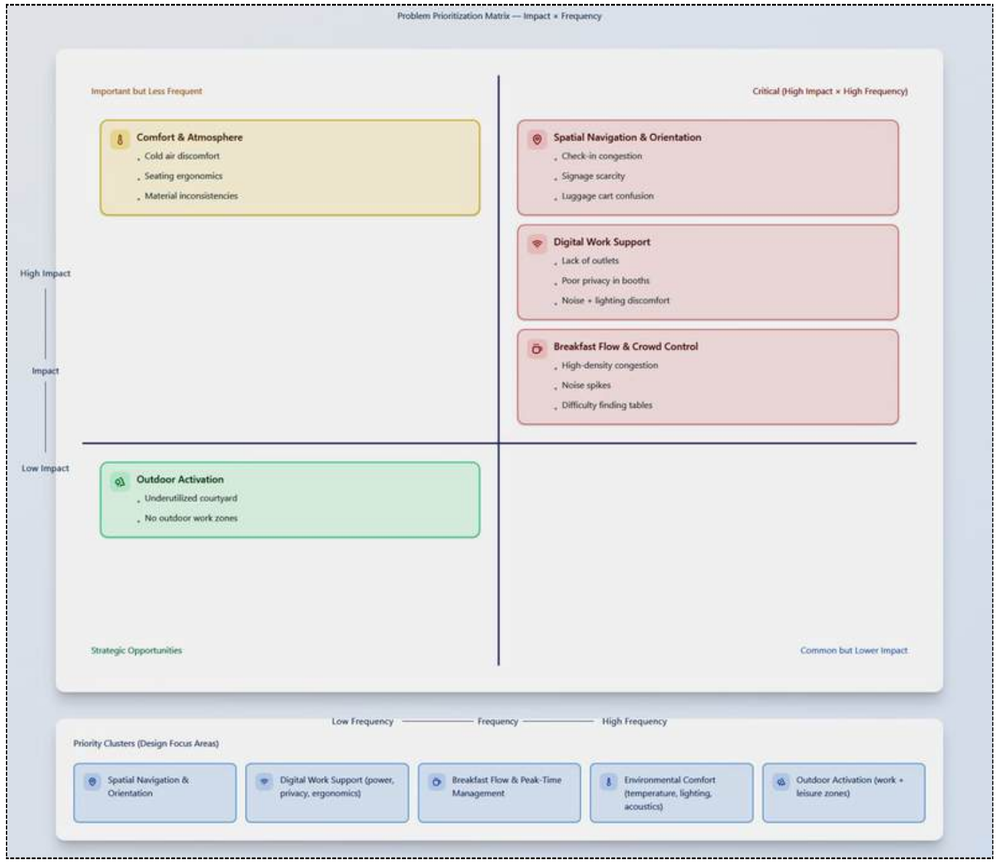
Results (Observed vs Modeled — define method)

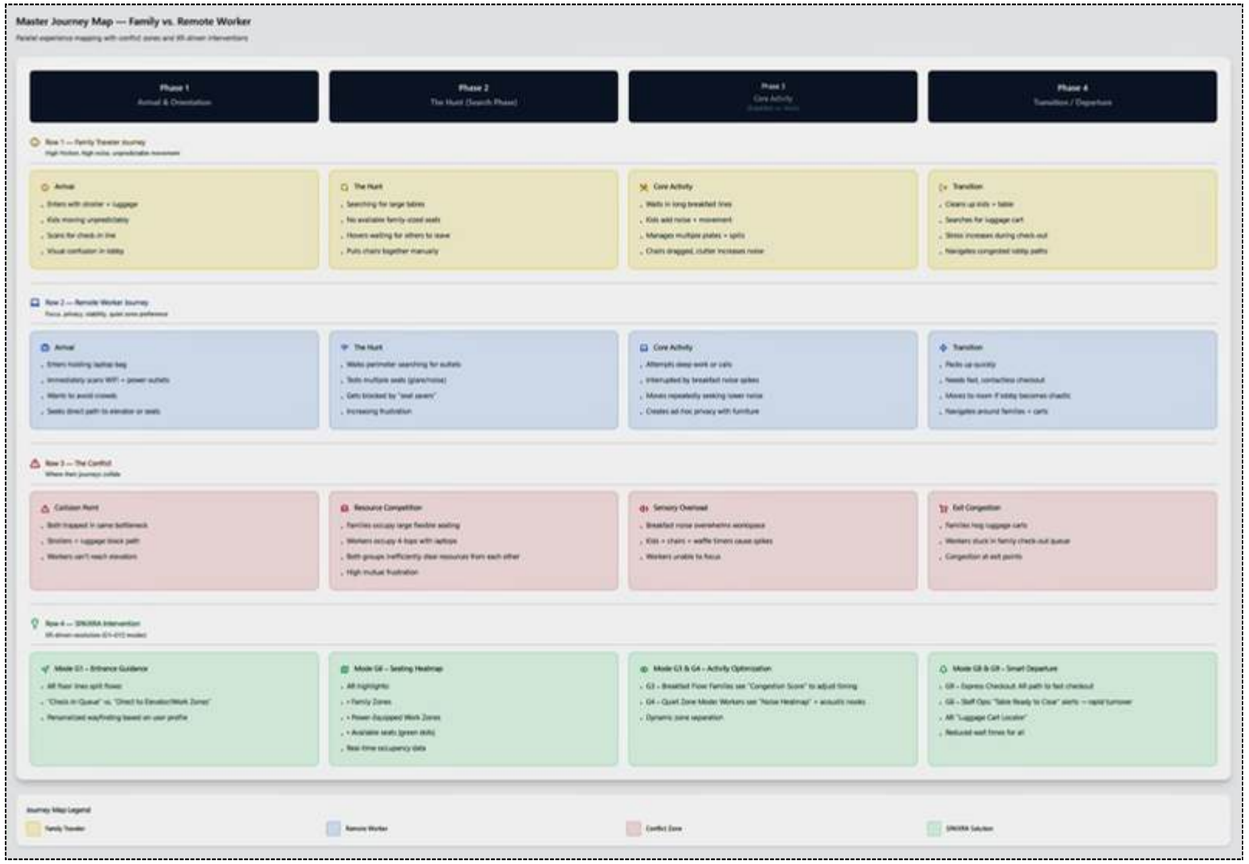
KPI 1: Wayfinding success rate (Observed) — definition + method
KPI 2: Staff-path conflicts per peak window (Observed)
KPI 3: Noise spill / perceived noise score (Observed survey)
KPI 4: Dwell time distribution by zone (Observed)

Outcomes (Modeled / Pilot-Observed)

Modeled (scenario outputs; assumptions documented):
- Wayfinding performance: +38% (modeled)
- Acoustic/interaction conflicts: –41% (modeled)
- Staff flow efficiency: +22% (modeled)

Observed (during pilot period):
- Reduced staff “redirect” interventions during peaks (observed; needs logging protocol to quantify)
- Clearer guest self-navigation at entry (observed; quantify via intercept counts)





Supporting Artifacts 4:Problem Prioritization Matrix

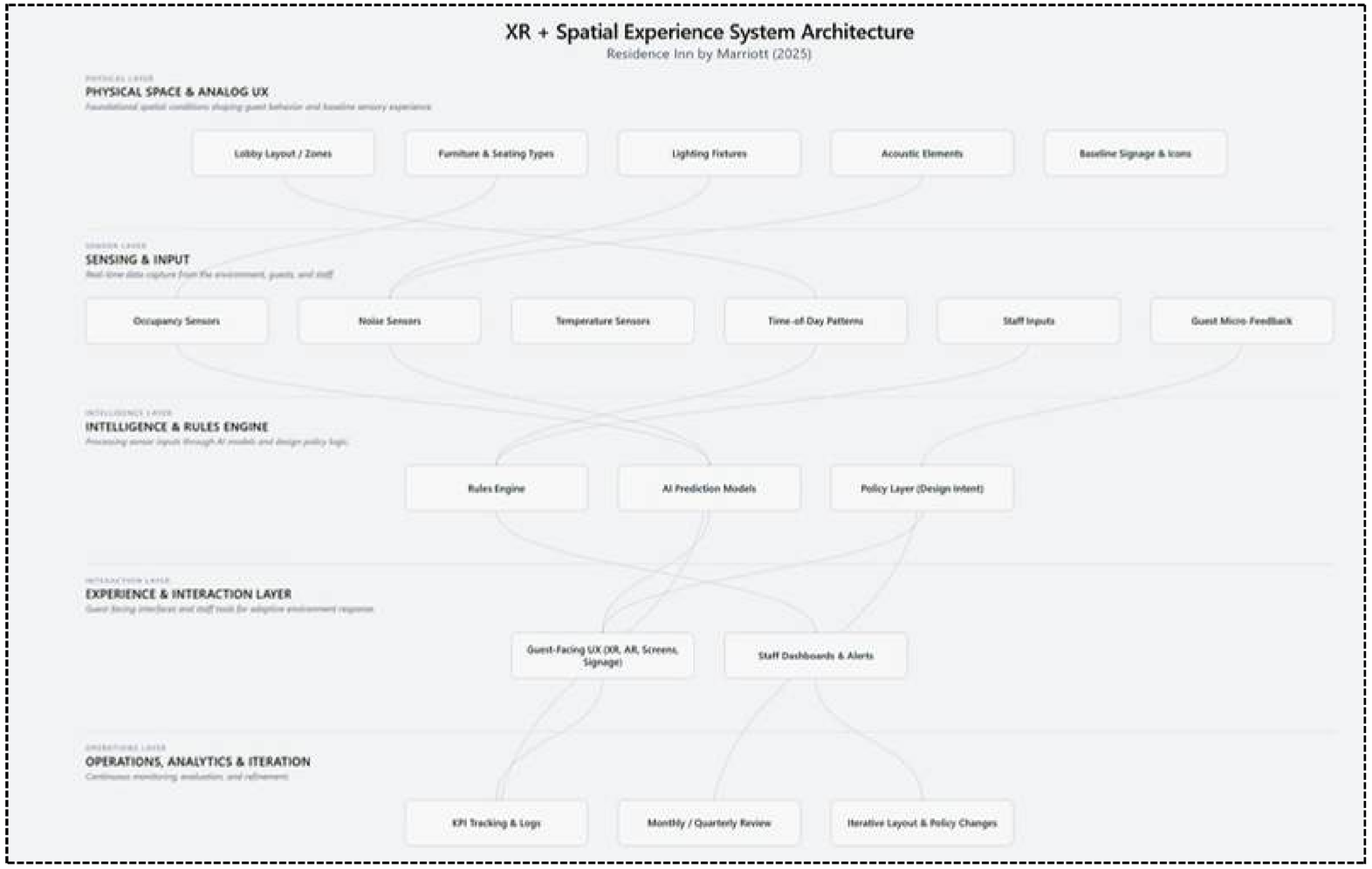
- Identifying high-leverage spatial challenges to guide AI-driven optimization decisions

Supporting Artifacts 4: Master Jurney Map

- Mapping behavioral collisions to inform adaptive spatial intelligence

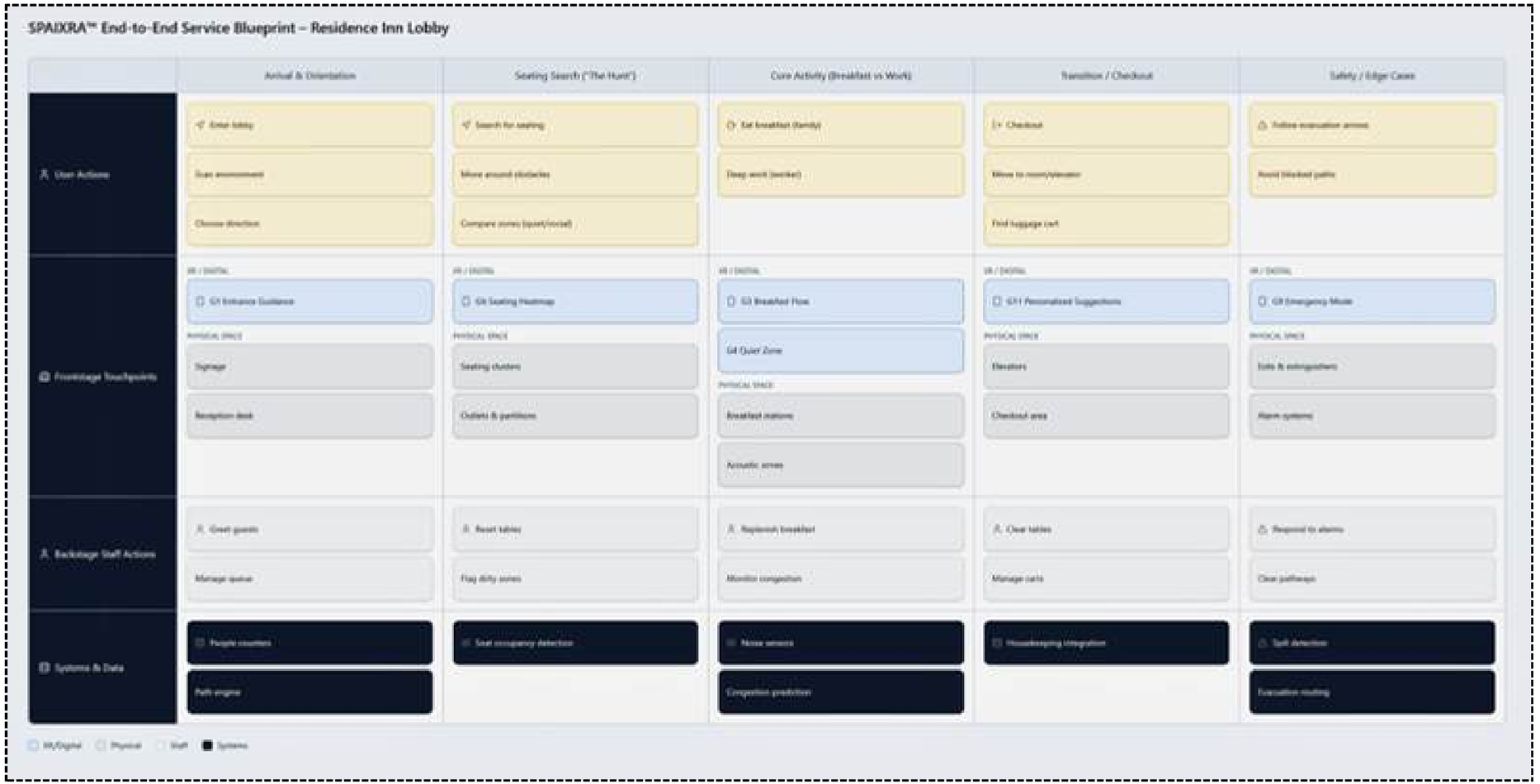
Supporting Artifacts: SPAIXRA Experience System Architecture

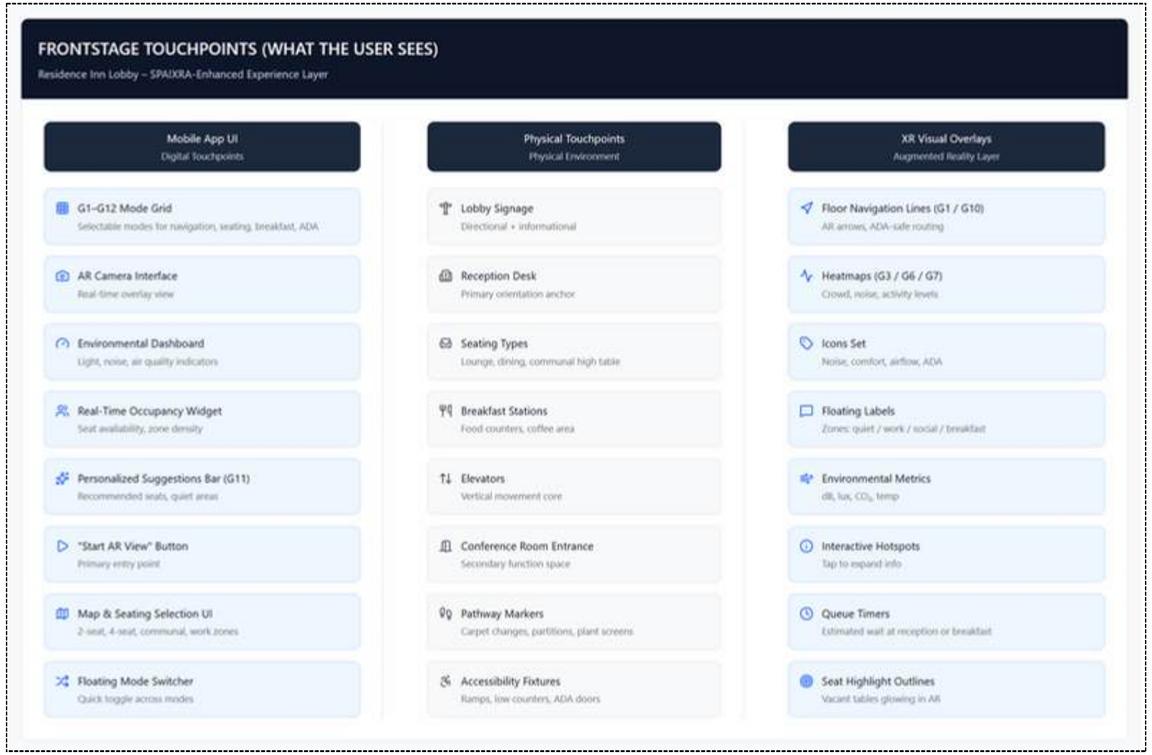
- A layered framework translating real-time spatial data into adaptive guest and staff experiences



Supporting Artifacts: Service Blueprint

- Maps guest behavior, staff actions, and system interventions to reveal decision touchpoints across the end-to-end lobby experience.





Supporting Artifacts: Frontstage Experience Layer

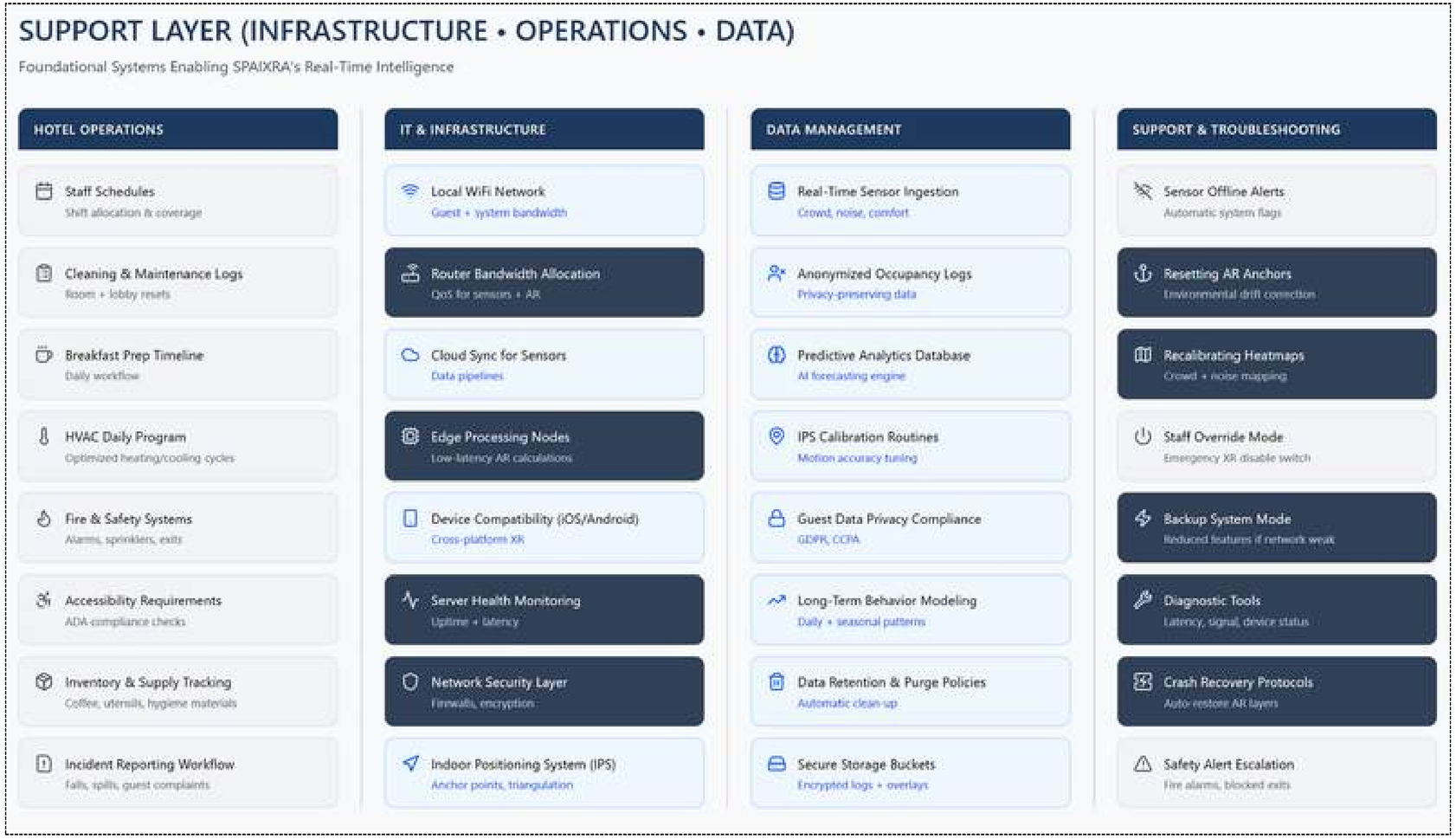
- What Users See, Interpret, and Act On Across Digital, Physical, and XR Touchpoints

Supporting Artifacts: Backstage Intelligence & Operational Layer

- Reveals the system logic, sensing, and staff workflows that power adaptive experience decisions behind the scenes

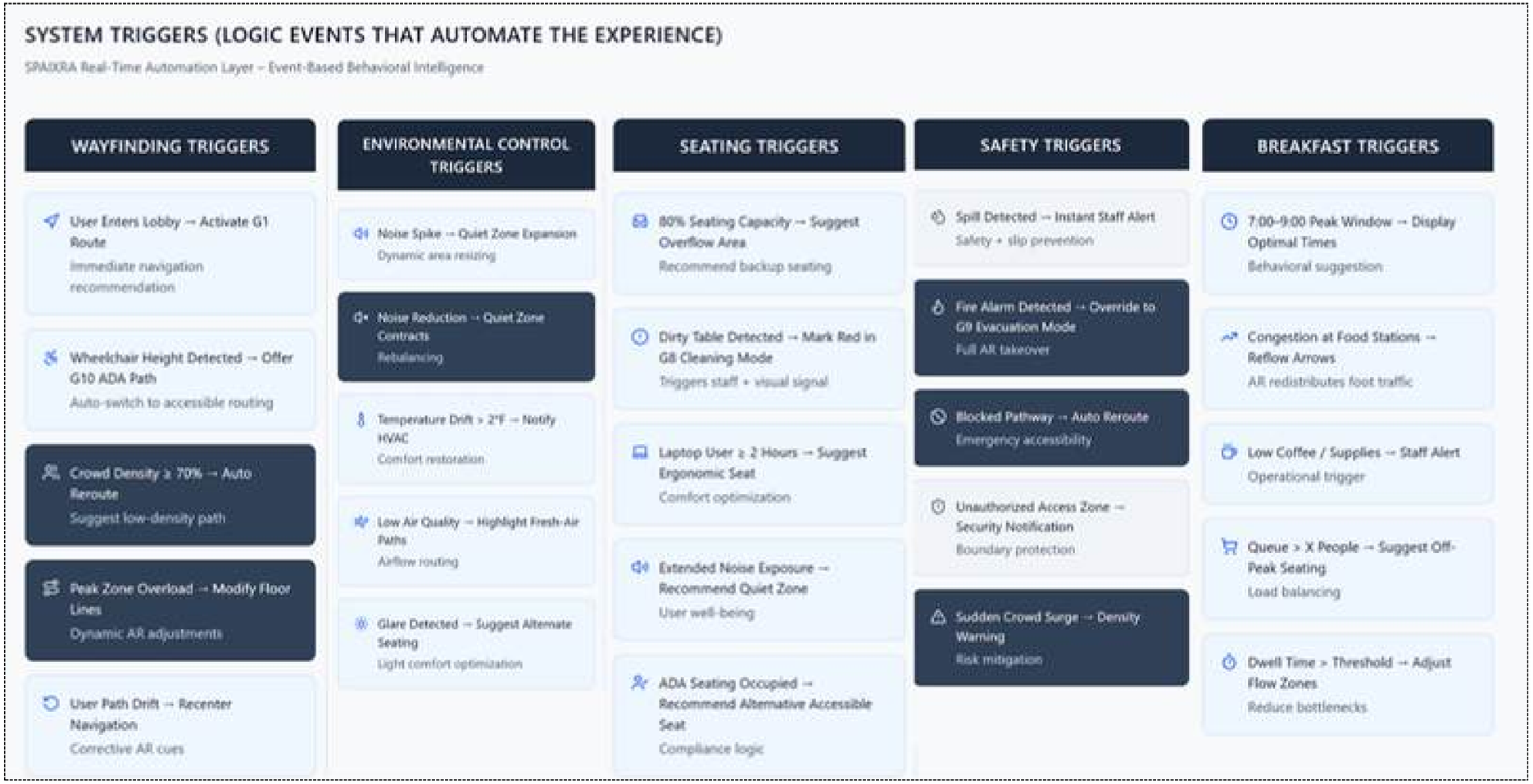
Supporting Artifacts: Support & Infrastructure Layer

- Defines the operational, data, and infrastructure systems that enable SPAIXRA™'s real-time intelligence at scale



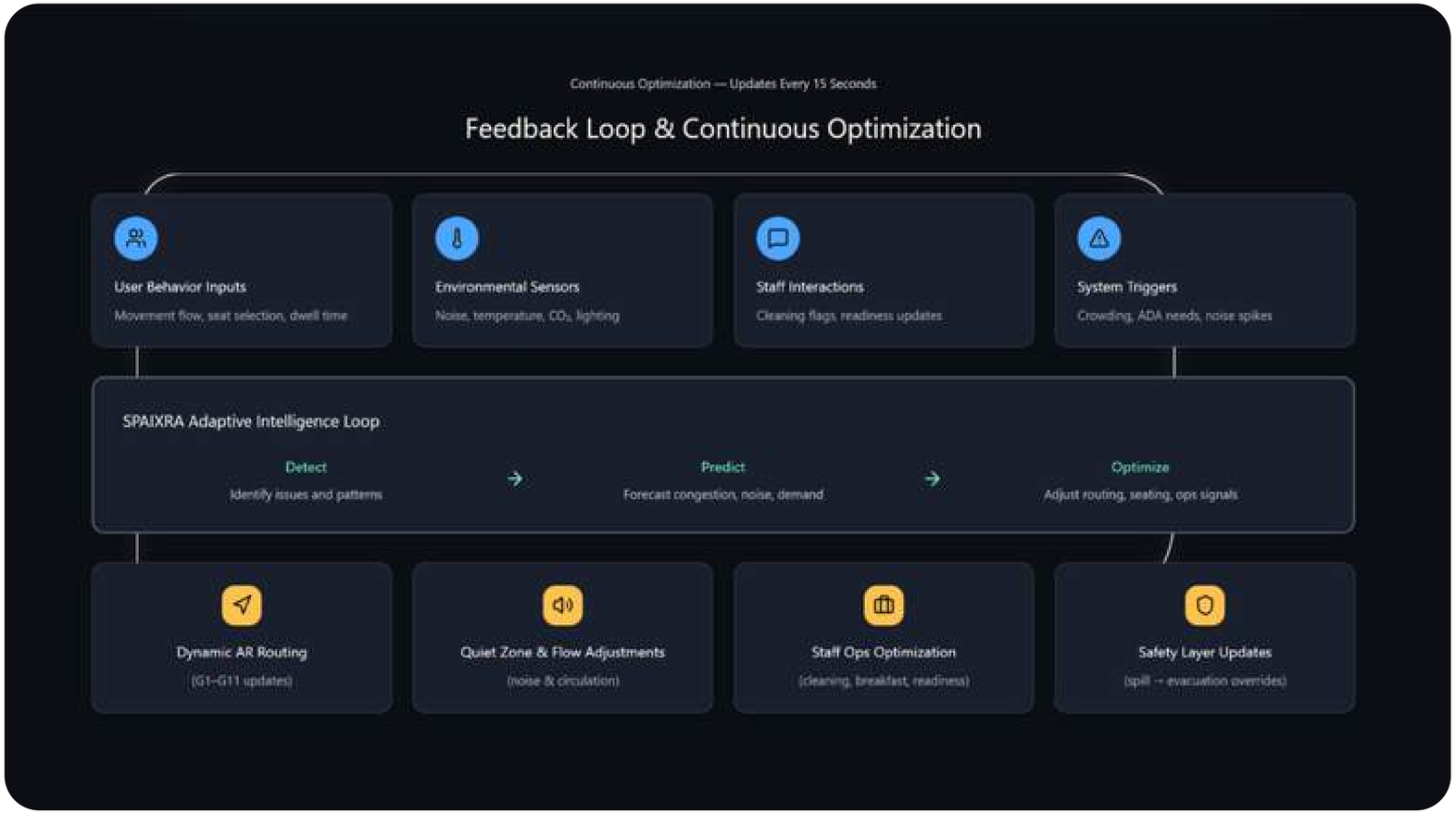
Supporting Artifacts: System Triggers & Behavioral Automation Logic

- Defines the real-time event conditions that translate sensed behavior into adaptive experience responses



Supporting Artifacts 4: Feedback Loop & Continuous Optimization

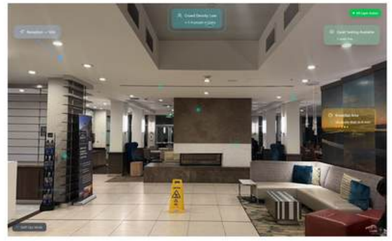
- Real-time behavioral intelligence driving adaptive spatial decisions



Supporting Artifacts 4: SPAIXRA™ Mode Library (G1–G12)

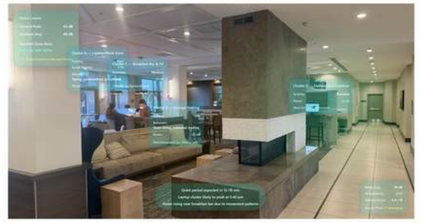
- Scenario-Based XR Experience Modes for Navigation, Behavior Optimization, Operations, and Safety

G1 - Smart Entrance AR Guidance



G4 — Quiet Zone Optimization

G7 — Noise & Activity Map Mode

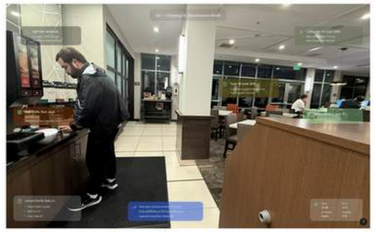


G10 — Accessibility Path Finder Mode (ADA Flow)

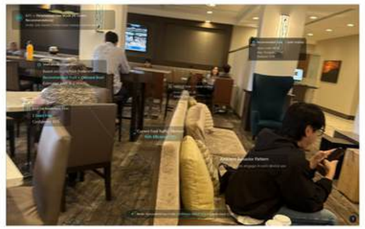
G2 - "Lobby Interior XR Overview"

G5 — STAFF OPERATIONS MODE

G8 — Predictive Maintenance & Hygiene XR Layer



G11 — Personalized User Mode (AI-Driven Recommendations)

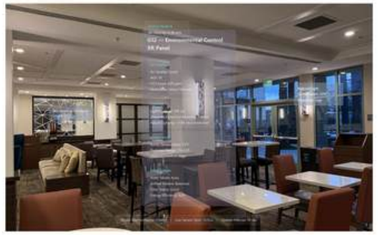


G3 - "Breakfast Flow XR Intelligence"

G6 — Seating Availability & Heatmap Mode

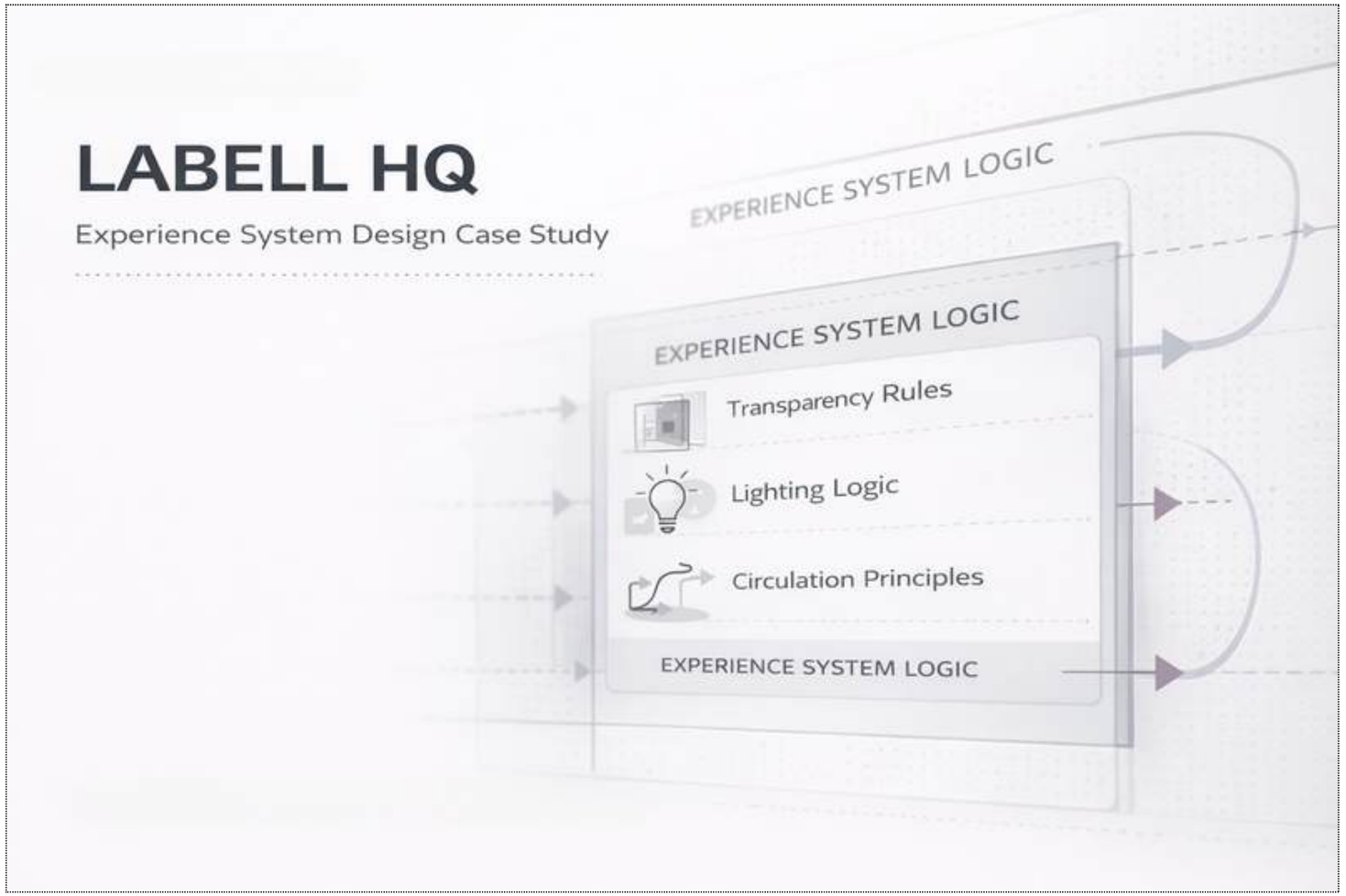
G9 — Emergency Preparedness & Safety XR Mode

G12 — Environmental Control XR Panel (Air, Light, Temp, HVAC)



Supporting Artifacts: Decision-Maker Journey — SPAIXRA Logic in Action

- From spatial sensing to deployable optimization through scenario-based intelligence



WINNER
A'DESIGN AWARD & COMPETITION

LABELL Experience Platform

Enterprise Experience Platform
(Physical + Service Touchpoints)

Turning product DNA into a
self-explanatory onboarding and demo system

- Client: LABELL Co. (Enterprise B2B Product)
- Context: Corporate HQ / Showroom Hybrid
- Location: Tehran, Iran
- Year: 2017
- Status: Built + Operational

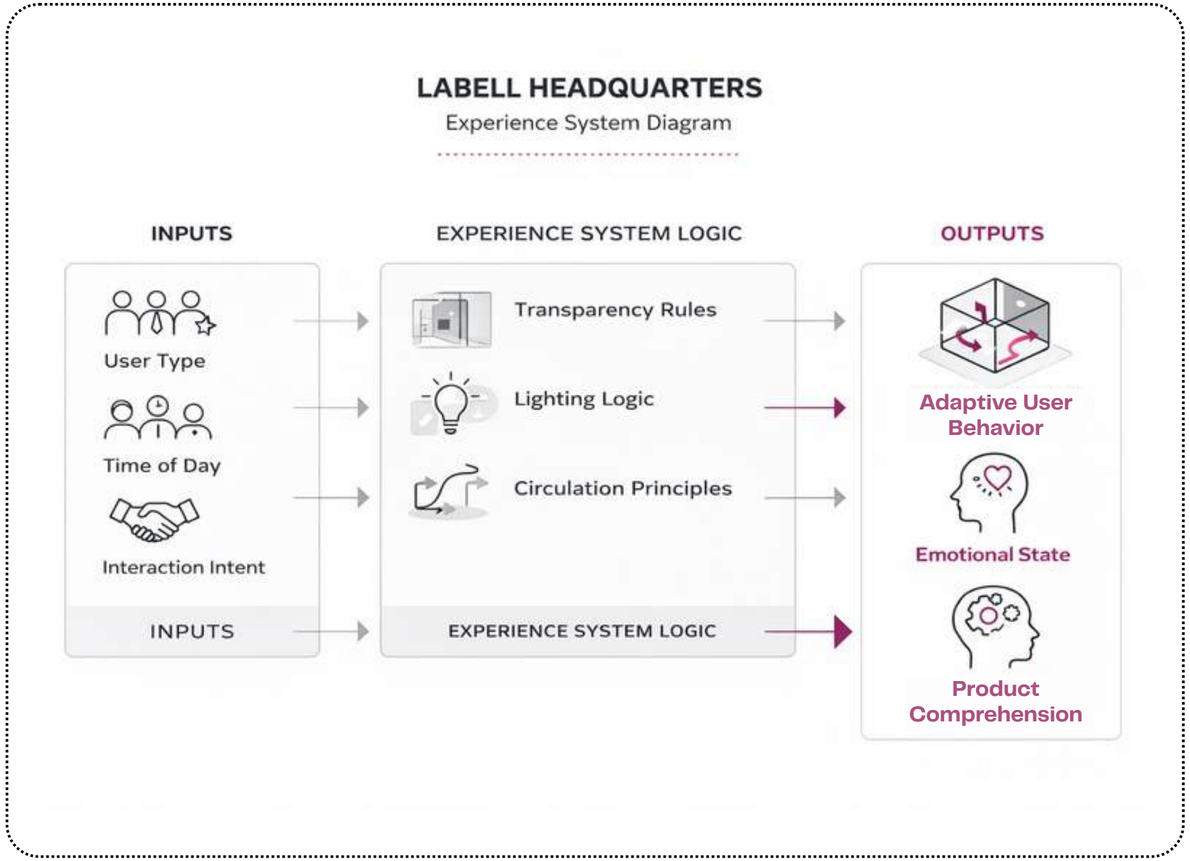
Role: Design Lead (Experience Systems) · UX flows · decision rules · feedback loops

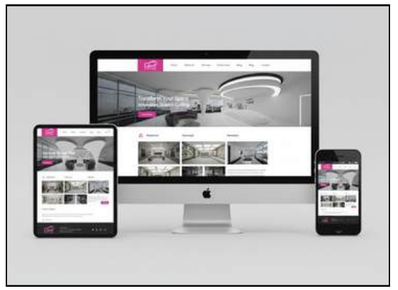
Core UX question

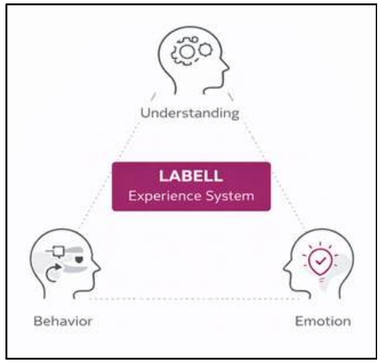
How do we enable intuitive trust and product comprehension before explanation—so demos become faster, clearer, and less dependent on sales mediation?

What I owned

I translated product intent into an end-to-end experience logic: user flows across touchpoints, decision rules that align behavior and emotion with performance, and the execution system that made the experience repeatable.







Experience System Architecture

System Inputs

- Product characteristics: flexibility, precision, adaptability
- User states: curiosity, evaluation, trust-building
- Context constraints: workplace performance, acoustics, privacy

Core Experience Logic

The environment operates as a rule-based system:

- Environment = Interface
- Movement = User Flow
- Light & form = Feedback mechanisms

Decision Rules (Examples)

- First-time visitor → maximize visual clarity and brand exposure
- Employee → prioritize focus and rhythm
- Client-facing interaction → activate transparency and demo zones

Key UX Strategies

- Product as Interface

The stretch ceiling was reimagined as a primary interaction surface—an ambient, persistent demonstration of LABELL's technology.

- Experiential Transparency

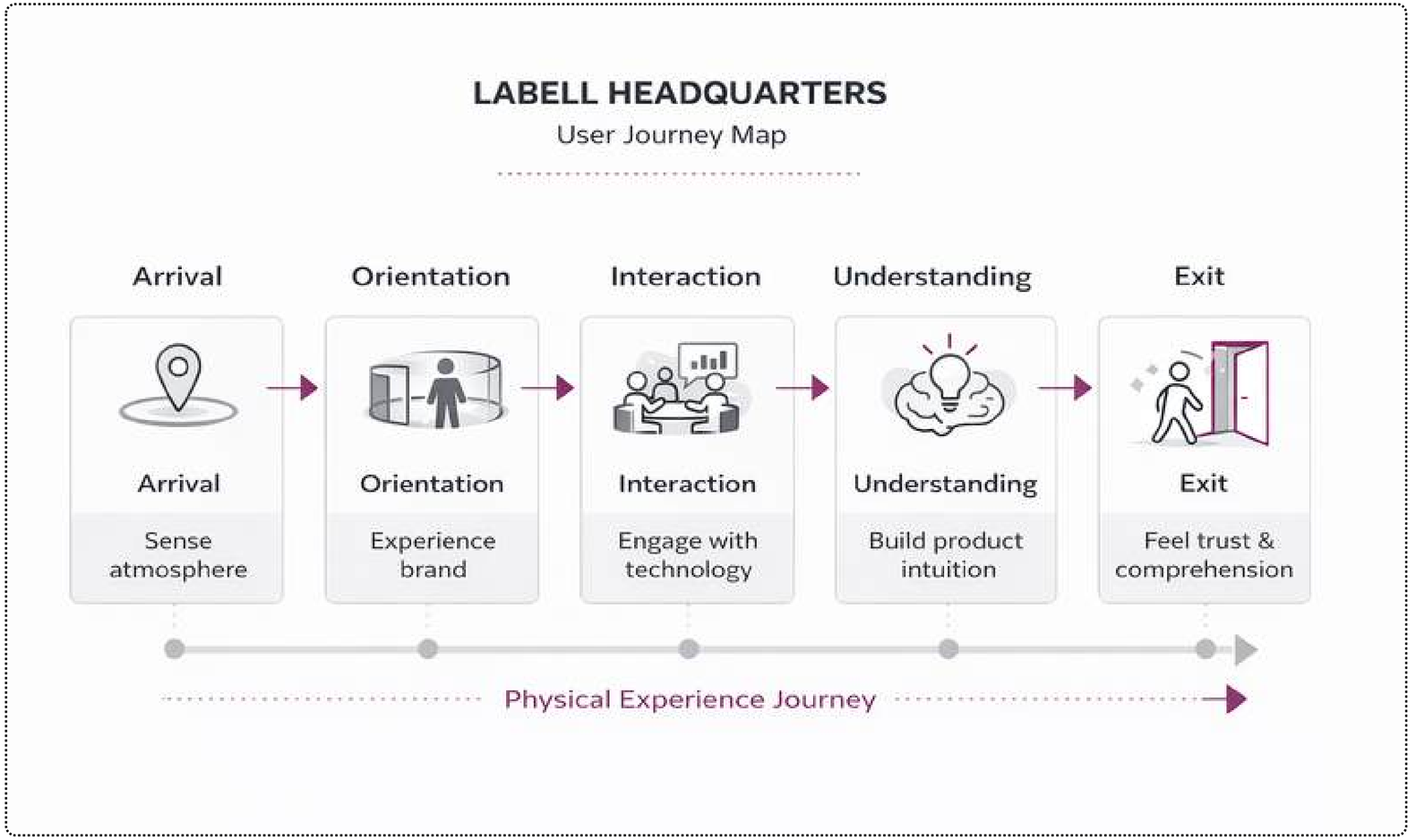
Glass partitions act as progressive disclosure, balancing openness and privacy—similar to permission layers in enterprise software.

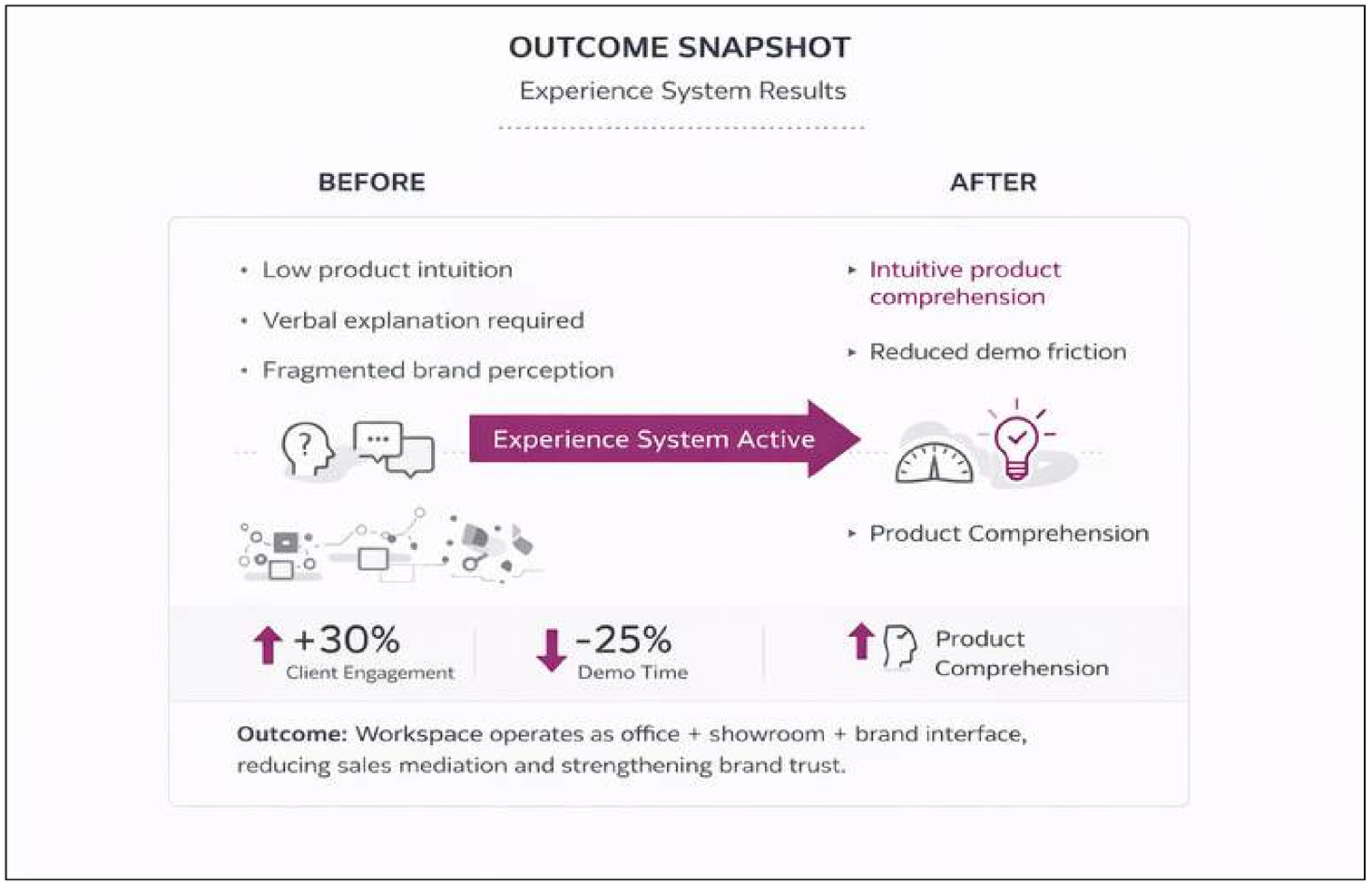
- Emotional Feedback Loops

Dynamic lighting subtly guides attention and emotional tone without explicit instruction.

- Journey-Based Spatial Flow

Circulation paths operate as intentional user journeys, supporting discovery, comprehension, and recall.





Outcomes & Impact

Measured Impact

- +30% increase in client engagement
- 25% reduction in demo time
- Faster comprehension of product value without verbal explanation

Business Outcome

Workspace functioned simultaneously as office, showroom, and brand interface—reducing sales mediation and strengthening brand trust.

Recognition

Bronze A' Design Award (Italy) — Workspace as Brand Experience

"System-level design reduced cognitive load and enabled intuitive product comprehension without verbal mediation."

CHOCOBEN

Sensory Interaction System

Retail Behavior System: Optimizing Conversion via Sensory Cues

“Turning impulse into delight through sensory logic.”

Year: 2015

Location: Tehran, Iran

Scale: 410 sq ft

Client: Chocoben (Boutique Bakery)

Role: Experience Systems Designer · Design Lead · Project Manager

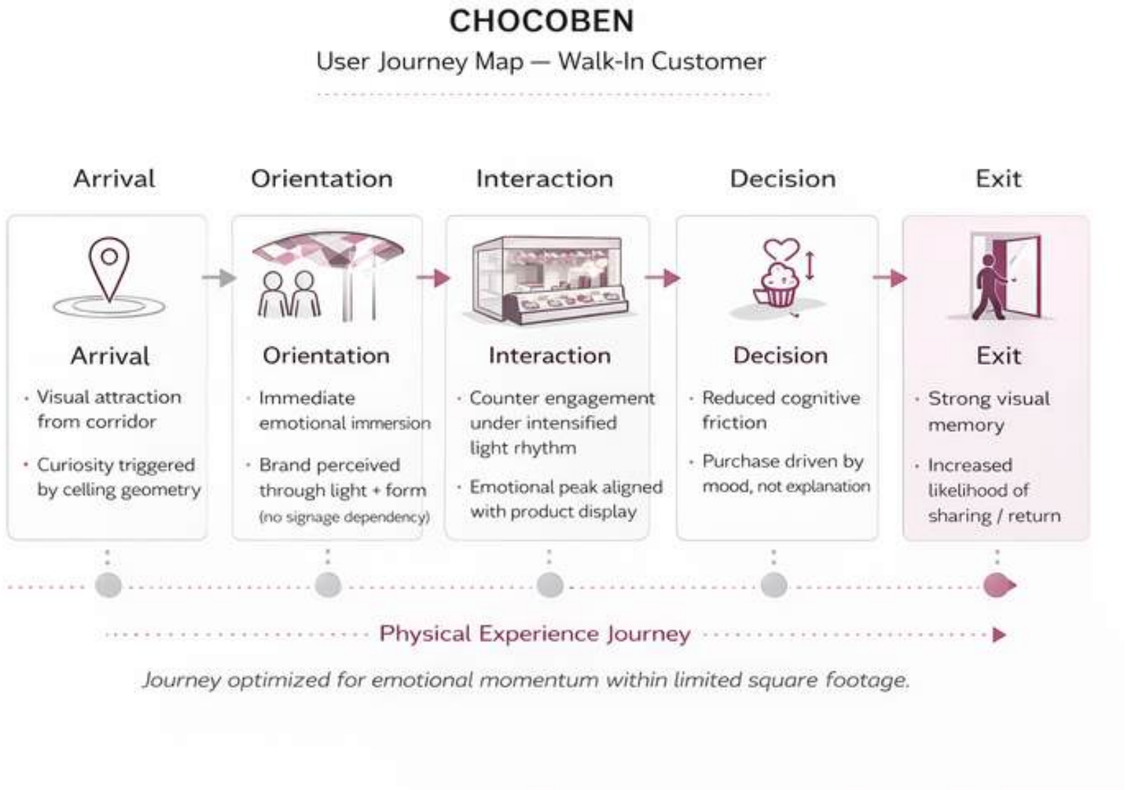
Status: Completed (Built)

Core UX question

How can a compact retail environment guide emotion, attention, and purchase decisions through cues—without staff persuasion?

What I owned

End-to-end experience system: brand-to-cue translation, decision rules for sensory rhythm, and execution across customer touchpoints to increase dwell time, recall, and sharing.



Experience System Logic

Inputs: User curiosity · brand emotion · spatial constraints

Logic: Light choreography · parametric geometry · sensory rhythm

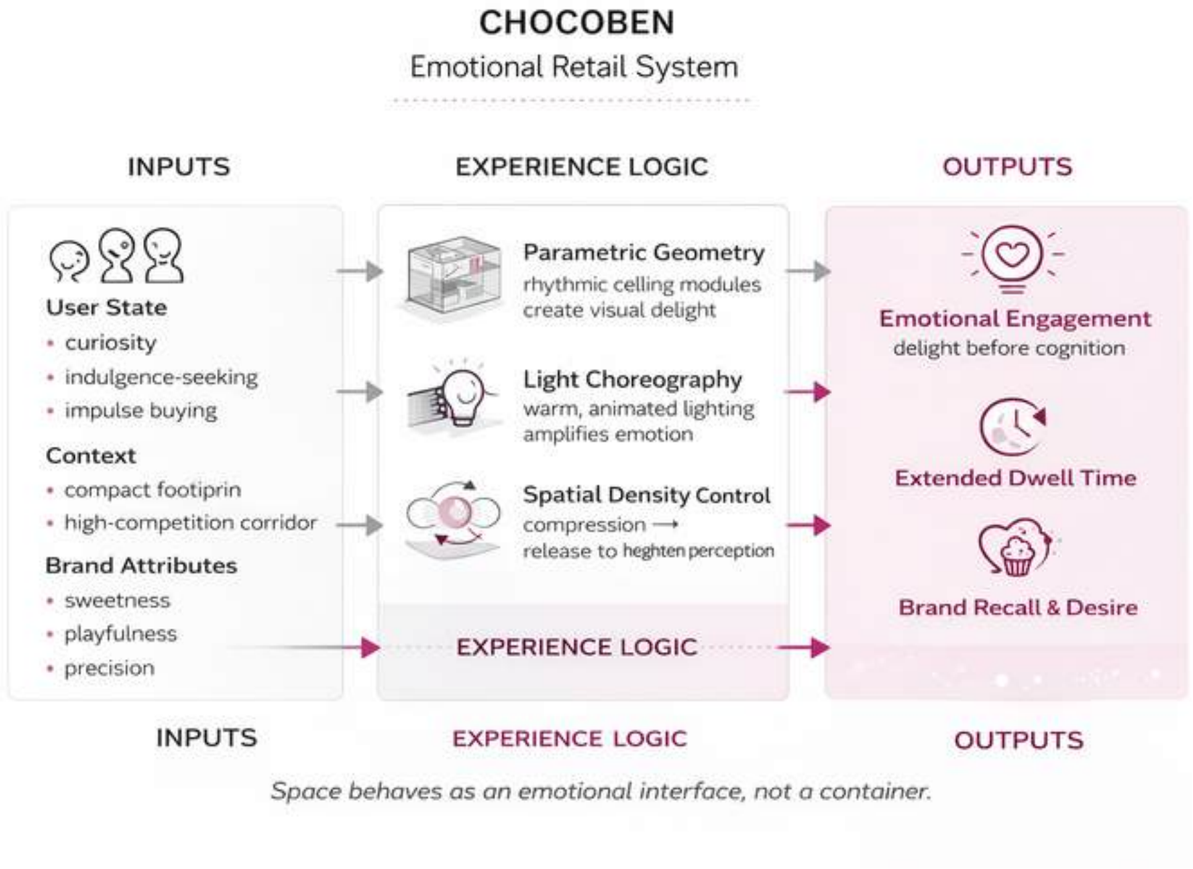
Outputs: Emotional engagement · extended dwell time · brand recall

Decision Rules (Examples)

- IF user enters → trigger visual delight
- IF user approaches counter → increase warmth and density
- IF user pauses → reinforce brand memory through repetition

Key UX Strategies

- Emotion as Interface: Parametric ceiling acts as the primary interaction surface
- Sensory Feedback: Integrated lighting guides mood and movement
- Minimal Framing: Functional elements recede to amplify emotional impact



Outcomes & Impact

- **Measured / Observed Impact**
- +180% increase in foot traffic
- 5× increase in social engagement and visual sharing
- Strong brand recall driven by ceiling-based identity

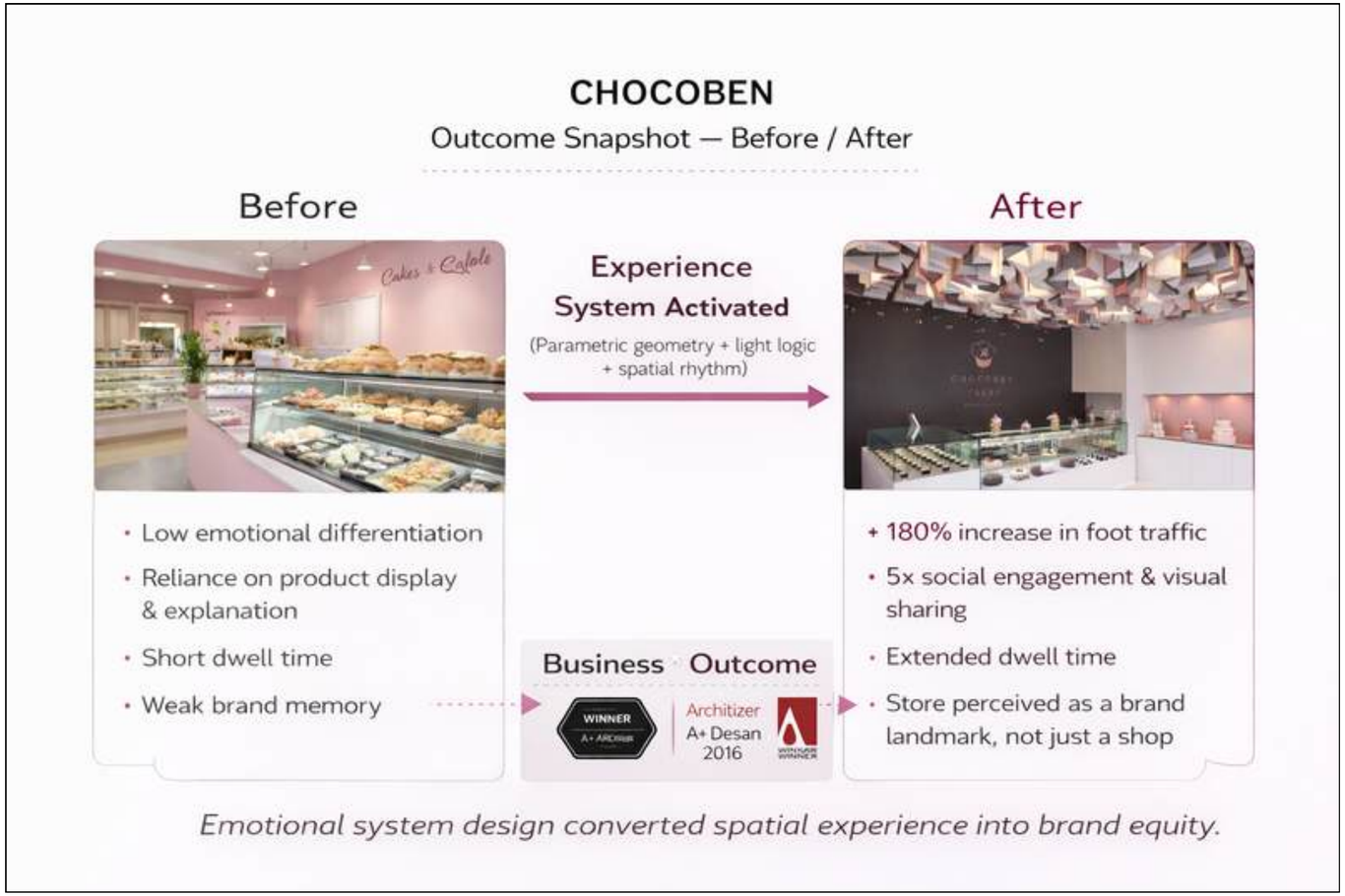
Business Outcome

Store functioned as both retail point and brand landmark, differentiating Chocoben in a competitive corridor and reducing reliance on promotional mediation.

Recognition

Architizer A+ Award (USA)

A' Design Award (Italy) — Experiential Retail Innovation



PATENTS
& INTELLECTUAL PROPERTY

2025: SimChild™

AI Behavior Engine Prototyping Complex Human-Agent Interaction Models

Patent Application No.: 63/787,708
USPTO Filing Date: April 12, 2025

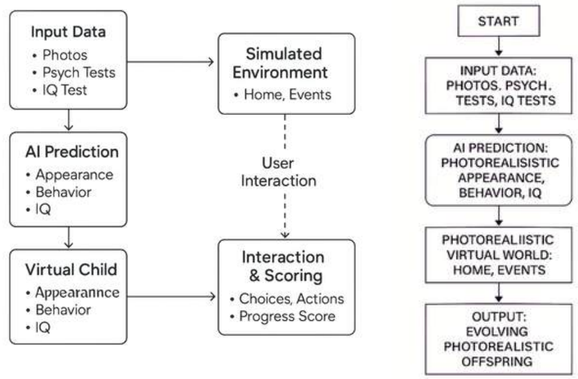
Overview*: An AI-driven simulation engine that models complex developmental psychology and behavioral evolution. While applied here to a consumer life-simulation context, the underlying architecture demonstrates advanced capability in predictive agent modeling, longitudinal user data synthesis, and emotional logic systems—core capabilities for next-generation personalized UX.*

- **Key Features:**
  - **AI-Driven Virtual Offspring Creation:** Users input personal traits, and SimChild™'s AI generates highly detailed, photorealistic child avatars reflecting realistic genetic and behavioral modeling.
  - **Dynamic Life Evolution Engine:** Simulated life paths evolve over time based on user interactions, AI prediction models, and environmental influences within the virtual ecosystem.
  - **Photorealistic Virtual Environments:** Users raise and interact with their virtual offspring in richly detailed, customizable settings designed to reflect emotional warmth and environmental realism.
  - **Cross-Platform XR Integration:** Supports mixed reality experiences, allowing users to interact with their virtual child in both mobile and immersive environments.
  - **Predictive Analytics:** Underlying AI predicts future traits, preferences, and developmental patterns based on user-selected parameters and real-world data trends.

- **Innovation Highlights:**
  - **Human-AI Symbiosis:** SimChild™ explores the emotional bond between human creativity and artificial life, pushing the boundaries of interactive AI.
  - **Scientific Foundations:** Built on interdisciplinary research combining developmental psychology, genetics modeling, human-AI interaction (HAI), and behavioral simulation.
  - **Emotional Resonance:** Beyond a game, SimChild™ is a journey of emotional connection, reflection, and understanding of future potentialities.

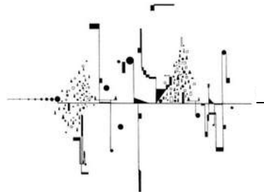
- **Development Status:**
  - **Intellectual Property:** SimChild™ has been filed as a USPTO Provisional Patent, securing its innovation structure and system architecture.
  - **Prototype Development:** Initial UX/UI mockups, system flows, and AI architecture diagrams have been completed, with full prototype development planned.
  - **Market Vision:** SimChild™ targets a broad range of future markets, including educational tools, emotional wellness applications, futuristic gaming, and speculative personal storytelling.

- **Vision and Impact:** SimChild™ envisions a future where technology enables deeply personal simulations of life, growth, and legacy — offering new ways to reflect on identity, nurture creativity, and explore human potential.



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).

Closing Statement

I lead design as decision leadership—aligning user needs, business objectives, and operational realities into experience systems teams can execute and scale. I build clear experience logic, make trade-offs explicit, and use evidence to reduce risk before commitments become costly. I seek leadership roles where strategy, craft, and accountability converge to shape decisions—not just outputs.

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APPENDIX

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