

Zeynab Niazi (Ghadim)

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Isfahan, Iran

Professional Summary

Industrial Designer and Startup Strategist with expertise in product development, business planning, and market research. Skilled in combining design thinking with strategic foresight to evaluate ideas, develop scalable solutions, and guide early-stage startups toward sustainable growth.

Education

B.A. in Industrial Design

Art University of Isfahan, Iran
(2020 – 2024)

Key skills

- Product Design & Prototyping
- Business Plan Writing & Startup Strategy
- Research & Development (R&D)
- Market & Trend Analysis
- User-Centered Design (UCD) & Innovation

Languages

- Persian (Native)
- English (Intermediate – Reading/Writing, Communication)

Professional Experience

Creative Academy - Startup Research & Product Development - Isfahan (2022 – Present)

- Evaluated startup ideas and concepts for **feasibility and commercialization potential**.
- Conducted **market and trend research** to guide scaling opportunities and investment readiness.
- Developed **business plans**, including financial models and go-to-market strategies.
- Supported **early-stage product development** through user-centered design and prototyping.

Freelance Designer - Remote (2020 - 2022)

- Designed **3D models, product concepts, and mockups** for startups and small businesses.
- Applied **user-centered design** to transform ideas into functional prototypes.
- Delivered early-stage visualization and validation to support **product-market fit**.

Certificates & Training

- Certificate - Starting a Business, MOBI, Santa Clara, California (2025)
- First Place - Idea Show (Medical Equipment Product), Isfahan University of Medical Sciences (2018)
- Third Place - Sharif University Nadcup Robotics Competition (2015)