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Farzad Kargaran

Interaction Designer | Creative Technologist

Designer and prototyper creating interactive experiences that blend digital and physical. With a background in engineering and operations, I bring a structured, analytical approach to my design process, using iterative experimentation and user-centered refinement to craft engaging, meaningful interactions.

EDUCATION

California College of the Arts May 2024

Master of Fine Arts in Design

San Francisco, CA

University of California, Berkeley May 2016

Industrial Engineering

Berkeley, CA

SKILLS

DESIGN

User Research
Rapid Prototyping
Physical Computing
Interface Design
Usability Testing
Design Strategy
Storytelling

TECHNICAL SKILLS

Arduino
Raspberry Pi
TouchDesigner
C++
Python
JavaScript
Processing
Rhino
Unity

FABRICATION SKILLS

Woodworking
Metalworking
3D Printing
Laser Cutting

Adobe Creative Suite

EXHIBITIONS & AWARDS

Dean's Spotlight Award Apr 2024

California College of the Arts

Captive Exhibition June 2024

2024 San Francisco Design Week

Future Resonance Apr 2023

Yerba Buena Center for the Arts

Sponsored by Google

www.ybca.org/event/future-resonance/

SELECTED PROJECTS

Cutis Anserina

Yerba Buena Center for the Arts

Sponsored by Google

Apr 2023

- Collaborated with a multidisciplinary team to design and execute a multi-sensory installation exploring the effects of digital interactions on physical well-being.
- Conducted extensive research on sensory perception and digital engagement to shape the conceptual framework.
- Used immersive visuals and sensory feedback to create a responsive, sensory environment.
- Led the project from concept to public showcase, demonstrating effective project management and execution.

Aura

California College of the Arts

2024 Dean's Spotlight Award

Fall 2023

- Designed and prototyped "Aura," an interactive breathing sensor that provides real-time sensory feedback for various installations.
- Conducted user research and usability testing to iteratively refine the design for diverse contexts and environments.
- Integrated sensors and microcontrollers to capture breath data, which can be processed in different mediums such as visual, auditory, or tactile feedback.
- Awarded the Dean's Spotlight Award for innovative design and execution

Materializing The Intangible

California College of the Arts

MFA Thesis

Spring 2024

- Explored the concept of presence and its tangible manifestations through a series of interactive installations
- Designed and implemented multiple installations that transformed intangible experiences like breathing and presence into immersive, tangible encounters.
- Conducted extensive research on human perception and sensory engagement to inform the conceptual and design frameworks.
- Utilized a range of sensors, microcontrollers, and responsive visual and auditory feedback to create interactive, multi-sensory environments.
- Showcased the work in multiple exhibitions, demonstrating the fusion of art, technology, and introspection.

PAST EXPERIENCES

Electronics Lab

San Francisco, CA

Graduate Student Assistant

Aug 2022 — May 2024

- Supported electronic prototyping and troubleshooting while providing hands-on guidance to students.

Redtelly

San Francisco, CA

Founder / Designer / Developer

Jun 2020 — Jan 2022

- Designed and developed a platform for attaching digital videos to physical objects.
- Managed the full project lifecycle, from concept to launch, gaining entrepreneurial and product management experience.

Microsoft

San Francisco, CA

Business Excellence Manager

Jul 2016 — Nov 2019

- Streamlined processes and improved operational efficiency, applying systems thinking to complex challenges.
- Analyzed data to inform decision-making, cultivating a data-driven approach to problem-solving.
- Collaborated with product teams to interpret insights, contributing to user-focused product improvements.