

Mehdi Valiee

Jewelry Designer | Educator | Practice-Led Researcher

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Portfolio: (add link to Google Drive / PDF)

Academic Profile

Jewelry designer, educator, and practice-led researcher with over 18 years of experience in hybrid digital–handmade fabrication, narrative object-making, and design pedagogy. My work explores material culture, embodied memory, and the intersection of traditional craft with contemporary digital processes. Holding a B.A. in Industrial Design and an M.A. in Art Research (practice-led), I combine conceptual inquiry with technical practice, teaching, and client-centered bespoke projects. I am currently seeking to join a practice-led PhD program in contemporary craft, material ethics, and artistic research.

Research Interests

- Practice-led / practice-based methodologies
 - Material culture & cultural memory
 - Hybrid digital–handmade processes
 - Narrative & conceptual jewelry
 - Material agency & ecological ethics
 - Design pedagogy and studio-based learning
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Education

M.A. in Art Research (Practice-Led)

Farabi International Campus, University of Art, Tehran — 2021–2024

Thesis (A): A Comparative Study of Custom Jewelry Design and Fashion Jewelry Design Considering Market Transformations in Iran (2010s)

B.A. in Industrial Design

Islamic Azad University, Tehran Central Branch — 2001–2005

Pedagogy Certificate (in progress)

Technical and Vocational Training Organization of Iran — 2025–2026

(Formal teaching qualification – documented pedagogical training)

Professional Experience

Founder & Lead Designer — FARARA Jewelry Studio

Tehran, Iran — 2007–Present

- Designing and fabricating bespoke jewelry using hybrid CAD–handmade workflows
- Expert in 3D modelling (Rhino/Matrix/ZBrush), resin printing, casting, stone-setting
- Managing design teams, client collaborations, and full production pipelines
- Developing culturally rooted narrative collections

Design Manager (Contract Roles)

Gold Manufacturing Company — (Two collaborations)

- Overseeing CAD modelling and design execution
 - Quality control and technical process guidance
 - Supporting production standardization
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Teaching Experience

Instructor — Matrix CAD Jewelry Design

Tehran Institute of Technology (Technical Complex of Tehran / مجتمع فنی تهران)

2024–Present

- Teaching digital jewelry modelling (Matrix Gold)
- Leading hands-on studio sessions
- Training students from concept to fabrication

Instructor — Professional Jewelry Sales Training

Tehran Institute of Technology

2024–Present

- Teaching material knowledge, market analysis, and customer experience principles
- Emphasis on craft literacy for sales professionals

Private Studio Teaching & Mentorship

Tehran — 2017–Present

- Mentoring 20+ emerging designers
- Running critiques and studio-based learning sessions
- Curriculum development for Rhino, Matrix, and fabrication

2013 — Instructor (Matrix Software)

Technical & Vocational Training Center, Tehran

- Introductory course on CAD-based jewelry design

Selected Exhibitions & Industry Activity

2015 - 7th International Gold, Silver, Jewelry, Watch & Related Industries Exhibition, Tehran

Exhibitor — Featured handcrafted gold pieces; included in official catalogue.

International Engagement

2023 — Industry Consultation (Malaysia / China)

Invited by a major Chinese jewelry manufacturing company to Malaysia for factory visits and consultation on an educational initiative aimed at introducing jewelry design and 3D printing to teenagers in Southeast Asia.

Selected Projects

- **Hybrid Heritage Series** — cultural symbolism integrated with CAD & handmade methods
- **Calligraphy Narrative Objects** — emotional pieces based on Persian–Arabic scripts
- **Material-Memory Experiments** — resin–metal hybrid objects
- **Custom Bespoke Works** — 18 years of client-centered production

Technical Skills

CAD: Rhino, Matrix Gold, ZBrush

Rendering: KeyShot

Fabrication: lost-wax casting, resin printing, soldering, stone-setting, finishing

Research: practice-led methodology, qualitative research, reflective documentation

Courses & Professional Development

- **Pedagogy / Teaching Certificate** (in progress) — Technical & Vocational Organization of Iran
- **Transactional Analysis** (Eric Berne Model) – Communication & Behavioral Analysis
- **Personal Branding** — Professional identity development
- **Principles of Negotiation** — Applied negotiation skills

Languages

Persian – Native

English – Preparing for IELTS Academic (target: 6.5–7, by Summer 2026)

French – Beginner