



Maryam Fariborzi

mary.fariborzi@gmail.com

+31645348985

Amsterdam, NL

EDUCATION

- **Data-Driven Transformation (20 weeks)**, 2022-2023
Amsterdam University of Applied Sciences
- **Fashion Enterprise Creation (MA)**, 2019-2021
Amsterdam Fashion institute (AMFI)
- **Industrial Design (BA)**, 2006-2011
Iran University of Science and Technology

SKILLS

- Design (sketching, 3D modeling, technical drawing)
- Technical expertise (materials, construction, production)
- Project management (prioritization, coordination, progress monitoring)
- Communication (team collaboration, supplier and customer interaction)
- Sustainability (eco-friendly materials and production)
- Fashion industry (trends, consumer behavior, competitors)
- Creativity and innovation

SOFTWARE

- Microsoft Suite (MS Excel)
- Adobe Illustrator, Adobe Photoshop
- Corel Draw
- CLO 3D

LANGUAGES

- English (Fluent)
- Farsi (Native)

PROFESSIONAL SUMMARY

With over 5 years of experience as an imaginative and creative accessories designer, product developer, and material explorer based in Amsterdam, I'm dedicated to promoting circularity and resource conservation through innovative design techniques. My extensive experience in consumer and market insight analysis informs my product design and development approach. Collaborating with product developers, merchandising teams, and sales teams has strengthened my ability to enhance the final product. My ultimate goal is to create stylish, sustainable, and resource-conscious products by leveraging AI and innovative tools to further advance my sustainability objectives.

WORK HISTORY

SALOMON. Visual Merchandiser, Assistant Manager

Jun 2023 Present

Amsterdam.NL

- Created visually appealing displays using expert knowledge of color schemes, lighting techniques, and space optimization, resulting in an increase in overall sales.
- Demonstrated extensive product knowledge, including materials and technical features, to effectively showcase Salomon's sportswear, shoes, and accessories.
- Collaborated with the sales team to implement promotional campaigns, driving customer engagement and increasing foot traffic.
- Provided exceptional customer service by demonstrating product features, offering expert advice, and resolving inquiries with a 95% satisfaction rating.

Data-Shoes. Project Process Lead, Product Developer

Sep 2022 Feb 2023

Amsterdam.NL

- Collaborated with the Fashion Research & Technology (FR&T) group at Digital Society School to explore potential solutions to 'track shoe use through artistic & digital methods of wear and tear.'
- Developed a research tool that employed advanced AI and Diffusion models to create visual stories from people's memories associated with their shoes, thereby extending the lifecycle of their footwear.
- Applied Agile Scrum methodology to ensure timely and efficient product development.
- Conducted material and tech exploration for prototyping and technical feasibility.
- Engaged in iterative design and prototyping process to ensure product quality and efficiency.

MARYAL. Women's Handbags & Accessories Designer

Jun 2019 Oct 2021

Amsterdam.NL

- Developed sustainable products with a focus on waste reduction, utilizing new techniques such as modularity and new materials including Pinatex, Apple leather, Cactus leather, and Mango leather.
- Assessed market competitors, conducted trend forecasting, and established PLM to provide visibility into collection insights, visualizations, material costs, and prices.
- Produced tech-packs' sheets and colorways for all collections, and created samples from sketches while preserving the design concept.
- Implemented research findings into product development and design.
- Attended exhibitions in Paris, Turkey, and Iran to explore new leather, fabric, trims, and trends, and to collaborate with suppliers, vendors, and manufacturers.

Makoo Design Studio. Product Developer, Handbag & Slg's Designer

Aug 2014 Sep 2020

Tehran.Iran

- Conducted thorough market and customer research to gain valuable insights.
- Designed sketches and samples of leather accessories for both genders, created mood boards and color cards, and developed prototypes for manufacturing.
- Assisted with merchandising, pricing, and range building.
- Tested products throughout their lifecycle development phases to drive innovation.

Gumaato. Business Operations Manager, Product Developer

Aug 2017 Sep 2019

Tehran.Iran

- Developed product categories, sampling, testing, and sourcing for mass production.
- Maintained accurate listings in Range Planner to optimize the category management process.
- Built and maintained product range plans to align operational decisions with long-term business goals.
- Specialized in colour matching, trend forecasting, market analysis, and brand identity development.