

TASNEEM BABUL RAYANI

DESIGNER

310.359.5554 / www.tasneem.ca / tasneem@tasneem.ca

WORK EXPERIENCE

DESIGNER / DESIGN RESEARCHER

2005 TO PRESENT: TBR DESIGN STUDIOS

Stadler Architecture (Berkeley)	Designed interiors for seniors that promotes independence and encourages movement while also addressing the needs of their caregivers in dementia care units, senior community centers and in their own homes. Performed End User and Product Research and specified Furniture, Fixture and Equipment requirements.
AgeSong Assisted Living Communities (San Francisco)	Improved the safety and comfort (including sleeping, wandering and bathing) of the residents of a memory care unit.
At Home With Growing Older (Berkeley)	Designed new programs for a non-profit startup that assists and advocates for people to live in their own homes as they age
Linespace formally Impact Design Assoc. (Los Angeles)	Design Research for Cy-Fi bicycle speakers that led to an innovative design with new tech and being first to market
KIA Automotive Study	Design Research study identifying design opportunities, latest trends and key feature specifications for automobile interiors
The Renaissance International School (Oakland)	Designed and coordinated vendors and contractors for a new Montessori school playground for children ages 3 to 13
Bloorview McMillan Children's Rehab Center (Toronto)	Designed supports for children with Spina Bifida to encourage standing as well as updated the Kidsert Seat and Stroller Cushion
Chair Covers Express (Oakland)	Designed furniture, chair covers and personalized gifts
Assoc. of Chartered Industrial Designer of Ontario (Toronto)	Designing multiple national exhibitions showcasing iconic Canadian Industrial Designers with the Design Exchange Museum

INDUSTRIAL DESIGNER

2007 - 2008: SEVILLE CLASSICS (LOS ANGELES)

Designed housewares from concept to final production, inspected prototypes and oversaw manufacturing. Millions of units sold internationally at: Costco, Sam's Club, Bed Bath & Beyond

INDUSTRIAL DESIGNER

2005 - 2006: ITL DESIGN AND MANUFACTURING (SYDNEY)

Designed, developed and CAD modeled safety needles and medical products. Analyzed focus group results and managed Production Requirement Documents.

INDUSTRIAL DESIGNER

2001 - 2005: ARATO DESIGNS (TORONTO)

Designed outdoor transit seating, garden arbors, injection molded components and (POP) Point of Purchase displays. Researched products, developed concepts and CAD modeled.

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MILESTONES

- 2017: Designed the interior of The Avenidas Senior Center (Palo Alto) with Stadler Architecture
- 2017: Helped *At Home with Growing Older* receive it's non-profit 501-3C status
- 2016: Interior Concept Design for Rhoda Goldman Plaza's memory care unit (San Francisco)
- 2015: Speaker: Embolden Bodies: Aging at Home held at IDEO
- 2014: Scored 100% on the Solidworks Certified Associate's test
- 2011: Led speakers' relations for AIGA's sustainability Conference (San Francisco)
- 2001: Dupont Canadian Student Design Competition 3rd Place Winner

SKILLS

DESIGN

Creative Problem Solving
Human Centered Design
Design for Manufacturability
Project Management
Sketching/Presentation
3D CAD Modeling
Model-Making Experience

RESEARCH

Qualitative Design Research
Task / Ergonomic Analysis
Survey / Focus Groups
Feature Specifications
Personal Interviews
Prototyping and Testing

SOFTWARE

Solidworks
Sketch up
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Office / Excel
Powerpoint / Keynote

EDUCATION

MFA PRODUCTS OF DESIGN *FRANCE STUDIO COURSE*

SCHOOL OF VISUAL ARTS (NEW YORK)

BACHELORS OF INDUSTRIAL DESIGN

EMILY CARR INSTITUTE OF ART AND DESIGN (VANCOUVER)

PROFESSIONAL DEVELOPMENT

- 2017: International Association of Gerontology and Geriatrics World Congress Attendee
- 2015: Toastmasters Communication Award
- 2014: Certified Solidworks Associate
- 2013: Catapult Design Lab Conference Participant
- 2012: Ideation Sketching Course at California College of Art
- 2008: Automotive Drawing and Business Courses at Art Center College of Design