

# Sepideh Shahrokh

CMF Designer

## Contact

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LinkedIn

## Skills

- Photoshop
- Illustrator
- InDesign
- Autodesk VRED
- Lumiscaphe Patchwork (shaper)
- Physical Prototyping  
(Mechanical and chemical processes on metals, enameling, natural dyeing, digital fabrication)

## Languages

English: Proficient  
Persian: Native

## Portfolio

<https://www.sepideh-shahrokh.com/>

## Education

MFA, Color and Materials Design, College for Creative Studies, USA, May 2018, GPA 3.62 / 4.0

MSc, Material Science and Engineering, Isfahan University of Technology, Iran, June 2015, GPA 4.0 / 4.0

BSc, Material Science and Engineering, Isfahan University of Technology, Iran, June 2012, GPA 3.5 / 4.0

## Experience

CMF Designer, Canoo, Sep 2021 - present

CMF Designer, Faurecia, Oct 2018 - Sep 2021

- Responsible for North America OEM design communication
- Following latest trends in materials and process innovation
- Research and forecast latest design trends
- Collaboration with industrial design team and suppliers to communicate novel CMF ideas for automotive interior decor application
- Developing new CMF and textures for Faurecia collection 2021

CMF Design Intern, Kohler, June 2018 - Sep 2018

- Developing a non-decorative technology in order to create novel and innovative CMF concepts for Advanced Materials & Process Development department

CMF Design Intern, BASF, May 2017 - Dec 2017

- Generated 20 colors for the 2018 / 2019 BASF Automotive Color Trend Show for exterior application based on various trends and market research

## Honors and Awards

- Winner of Lear Sponsored Studio Project, Dec 2016
- CCS Dean's List Award, 2016
- ZiyaArt Gallery, San Francisco, Sep 2015
- CCS Scholarship Award, 2015
- Winner of 8th National Heat Treatment Competition, Ahvaz, Iran, 2011
- Top 0.5% in National Entrance Exam for Undergraduate Studies, Iran, 2008