



Sogand Nobahar

14.04.1985

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EDUCATION EXPERIENCE

2013 - Politecnico Di Torino Master's degree in Jewellery Engineering

Engineering Faculty - Alessandria
Technical training with the acquisition of specific proficiency in materials, technologies, quality, and planning abilities.

2012 - Politecnico Di Milano MSc in Product Service System Design

Design Faculty - Milan
PSSD is concerned with user needs through strong systems of products, services, communication, and their touchpoints.
Workshops with:
Future Concept Lab (F.Murace)
Sony Ericsson (F.Di Liberto, R.Pera)
IDEO (D.Buzzini, C.Swope)
Continuum (F.Di Liberto)
Esterni
Pierandrei Associati (F.Pierandrei)
La Flute

2011 - Politecnico Di Milano Jewelry Design Advanced Training Course

Polimi - Milan
With Prof. Alba Cappellieri Jewelry in terms of design, culture, trends, market, retail, communications, modeling, and prototyping.
Workshops with:
Giancarlo Montebello
Bvlgari (Stefano Guagliumi)
Bvlgari (Massimiliano Bonoli)

2007 - Alzahra University of Tehran BSc in Industrial Design

Design Faculty - Tehran
Professional practice of designing products.
Focusing on the appearance of a product and how it functions.

LANGUAGES

Farsi/Persian

Native

English

Full Professional

Italian

Full Professional

Arabic

Elementary proficiency

MENTIONS & AWARDS

2019 - Milano Jewellery Week

Nobahar Design "CinCin" brooch, a design dedicated to our quality moments together, has been selected for Avanguardia Wunderkammer contest during Milano jewelry Week 2019.

2019 - London International Creative Competition

Nobahar Design limited edition "The Rebirth Of Lotus" cuff, a design to protest violence against women, has get an honorable mention at London International Creative Competition

2018 - Redefining jewelry contest at Bijou Museum of Casalmaggiore

Nobahar Design "BĀZĀR", ring and bracelet, was awarded at the "Redefining a jewel" contest at the Bijoux Museum in Casalmaggiore for the theme "Reinterpreting a jewel of the museum".

2017 - Venice Design Week

Nobahar Design "Fluidity Is The Way To Life" brooch designed for Venice Design Week 2017 with the theme of "Talking about water: fluidity, movement, transparency, life" has won the third prize of the Jewellery Selection in the exhibition.

2017 - A Jewel For Life

Nobahar Design "The Rebirth Of Lotus" cuff, symbolic jewelry that express the strength and courage of women, the fear they have inside, but also the desire to rebel and fight for their dignity. A symbolic representation of the pain but also of happiness, courage, and the innate strength which nevertheless rules inside every woman.
This design has won the first prize of this international contest.

2013 - Sew Love

Finalist at SewLove Pendant design - A non-profit contest to support women crafter.

2010 - Sony Ericsson design competition

Third prize in a university group project.
DogMe is an app that improves the relationship between dog and owner in an innovative way, creating a community of dog lovers.

INTERVIEWS & TALKS

European Technology Chamber - 2022

Understanding Enterprise Adoption of Metaverse

New York Jewelry Week - 2021

The complete story behind "The Rebirth Of Lotus" cuff

Women Jewellery Designers in Milan - 2020

My interview with VO+ Magazine

Milan Design Week - 2017

My interview with Isola Design District

EXHIBITIONS

2017 - Present

Participated in more than 40 national and international exhibition regarding design and jewellery since 2017.

2010 - Present Creative Consultant

As a freelancer, I was involved in different projects mainly in corporate identity, website design, contemporary design and digital strategy.

Further I completed my information and experiences in photography, illustrations & Stop Motions. Since 2018 I started guiding small businesses and helping them to grow and to improve their online personal/brand identity, and get them closer to the digital world.

2022 - Present Co-Founder & Designer "Orbyline"

Orbyline is a design platform creating digital fashion for the Metaverse.

- Creative direction and project development of digital jewelry collections
- Brand management and communication strategy

2017 - Present Founder & Designer "Nobahar Design"

Nobahar Design Milano is a brand that created unconventional decorative objects and contemporary jewelry pieces.

- R&D
- Project Management
- Communication
- Social Media
- & managing everything that needs to be done for a small brand

2018 - Present Creative Director "Azienda Agricola Francesco landolo"

Winery company based in Piedmont, Italy

- Setting the direction for a brand's identity
- Developing and overseeing creative projects for the brand, from the concept to the execution

2016 - 2021 Founder & Curator "JewelryAround"

jewelryAround at first, it was a Instablog about jewelry, and slowly grow to a platform to present and curate contemporary Persian jewelry pieces in Europe.

2014 - 2015 Researcher "Politecnico di Torino" - Engineering Faculty

Research area: jewelry production, design, additive manufacturing, rapid prototyping; Study of sustainability on different additive manufacturing methods in the jewelry industry.

2014 Designer "Devecchi Milano"

Designing a new jewelry line for the brand Devecchi.

2014 Designer "DWS"

Participation to 2 exhibitions, in Turin and Venice, as 3D modeler for Digital Wax Systems.

2013 - 2014 Designer & Researcher "B.M.C. srl"

Research and study of jewelry, design, and 3D modeling.

I developed my master's (Jewelry engineering) thesis about direct casting from models obtained through Rapid Prototyping and evaluation of different systems. Study of 2 different techniques and 3 different prototyping machines.

2012 Creative Assistant "Giorgio Vigna"

Assistant of Giorgio Vigna in the execution of his creative and artistic projects.

2012 Visual Designer

Virtual communication of Rolling stone's project: a virtual exhibition presents by CircleMe, 5 projects in which one of them was a video about Giorgio Vigna's works.

2011 - 2012 Intern "Maria La Rosa Milano"

Internship at Maria La Rosa Studio (Fashion and accessories) for graphic and E-commerce projects.

2010 - 2011 Intern "AIACE Srl Milano"

Graphic Designer at AIACE Srl Studio (architecture and engineering)
Developing a new graphic line for the studio.

2007 - 2008 Industrial Designer "Haft Studio"

I worked as a designer at Haft industrial design office in Tehran/Iran. I developed a different kind of projects in a team, such as exterior designs, brand identity, and interior designs.

2007 Intern "Taban Electronic"

Design Internship with Taban Electronic factory in Tehran/Iran in which I designed a table intercom for secretaries.

SKILLS

