

MEHDI HAJIAMOUASSAR

Architect & Design Strategist

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Professional Summary

"Architecture is not about form. It is about the quality of the spaces we create."

Architect and Design Strategist with over 8 years of experience, specializing in Living Places that offer sanctuary and Retail Environments that drive engagement. I operate under "The Minimal Mindset," viewing design as an act of editing — removing the unnecessary to reveal the essential soul of a space. My expertise bridges the gap between poetic spatial narratives and technical BIM precision, delivering projects that are human-centered, commercially viable, and aesthetically timeless.

SELECTED WORKS | LIVING & RESIDENTIAL

Focus: **Creating sanctuaries and human-centered stillness.**

Independent Design Architect | MAAG Studio / Freelance Istanbul, Türkiye

July 2023 - Present

- **Sinpas Queen Bomonti Residence (Istanbul):** Led the interior design and execution (Design-Build) for a 65m² luxury unit, completed in Autumn 2025.
 - **Concept:** Created a "Moody Urban Sanctuary" by contrasting raw concrete textures with warm wood, utilizing smart zoning (green dividers) to maximize the compact footprint.
 - **Execution:** Managed the full fit-out process, ensuring high-precision detailing in custom joinery and integrated lighting systems.
- **Flat Apartment (Netherlands):** Directed the interior architecture for a private residence, focusing on "Human-Centered Stillness".
 - **Strategy:** Designed a layout that blends modern comfort with contemporary elegance, creating a sanctuary for the inner dialogue.
 - **Outcome:** Delivered high-fidelity visualizations and technical drawings that aligned perfectly with the client's vision of a minimalist home.

SELECTED WORKS | RETAIL & COMMERCIAL STRATEGY

Focus: **Spatial narratives, business growth, and user engagement.**

Design Strategist & Architect | Salex Sport Tehran, Iran

Nov 2016 - May 2023

- **Impact: Achieved a 40% sales increase** in a single quarter by redesigning facility zoning and circulation paths to remove user friction.
- **Strategy:** Transformed sports facilities from functional spaces into high-engagement commercial environments using human-centered flow principles.
- **Methodology:** Utilized 3D visual storytelling to help stakeholders visualize investment potential and marketing strategies.

Architectural Designer | Vicente Ceramic Tehran, Iran

Jan 2018 - Dec 2020

- **Impact: Boosted showroom sales by 15%** through optimized display strategies and improved customer journey planning.
- **Design Philosophy:** Treated materials not as products, but as elements of "Material Honesty," turning the showroom into a gallery of presence.
- **Execution:** Developed precise construction documentation for complex display systems.

Additional Projects (Independent Practice):

- **Rosta Café (Istanbul):** Crafted a user-focused layout that optimized circulation, creating an atmospheric dining experience.
- **Sah Kabab Restaurant:** Developed brand-consistent interiors that maximized customer flow and visual identity.

TECHNICAL LEADERSHIP & RENOVATION

Focus: BIM management, regulatory compliance, and precision.

Architect | Pey Ayeezh Company Tehran, Iran

Jan 2021 - Dec 2023

- **Chehelston Mall Renovation:** Led the architectural transformation of commercial interiors, applying "spatial clarity" to reorganize circulation and improve foot traffic.
- **BIM Leadership:** Accelerated project delivery by **15%** by implementing streamlined BIM workflows for complex architectural details and multidisciplinary coordination.
- **High-Performance Design:** Managed projects under strict performance standards, proving that technical constraints can drive creativity.

VISUAL STORYTELLING & EXHIBITION

Junior Architect & 3D Visualization Specialist | Almas Magazine Tehran, Iran

Mar 2016 - Jun 2018

- **Exhibition Design:** Contributed to the design of high-impact retail displays and booths, learning how "spatial narrative" influences user engagement.
- **Visualization:** Produced photorealistic 3D models (3ds Max/V-Ray) to support accelerated project approvals.

EDUCATION

Master of Business Administration (MBA) Istanbul Esenyurt University, Türkiye

Expected Sep 2026

Focus: Business Administration & Management

Master of Architecture (M.Arch) Islamic Azad University, Iran

Graduated Sep 2020

B.Eng. Architectural Engineering, Allame Mohades Nouri University - Nur, Iran

Graduated Sep 2018

Certifications & Training

- **3ds Max & V-Ray** – Vivid Visual, Tehran, Iran (2023)
- **AutoCAD & Revit** – Tehran Institute of Technology, Tehran, Iran (2013)

TECHNICAL & BIM ECOSYSTEM

- **BIM Management:** Advanced Autodesk Revit (Parametric Modeling, Documentation, Interdisciplinary Coordination).
- **High-End Visualization:** Autodesk 3ds Max & V-Ray (Photorealistic Rendering, Material Authoring, Light Analysis).
- **Strategic Tools:** Design Thinking, Retail Performance Analytics, Spatial Optimization.
- **Languages:** English (Professional), Persian (Native), Turkish (Conversational).

Additional Information

- **Available to relocate to EU cities.**
- **References available upon request.**