

Marzieh Narimanpour

 Marzieh Narimanpour |  Personal Website |  Marziehnarimanpour@gmail.com

Profile

Creative Visual Merchandiser with a foundation in Fashion/Apparel Design. Detail-driven and trend-savvy, I craft calm, high-impact displays that elevate brand identity and drive sell-through. Known for solving problems under pressure and turning concepts into clear, refined in-store stories.

INTERESTS

• Interests

Fashion Marketing and Merchandising | Apparel and Accessories Design | Graphic Design | Styling

EDUCATION

• Azad University

B.A. in Fashion/Apparel Design GPA: 4.0/4.0

*Tehran, Iran
2017–2021*

ACADEMIC EXPERIENCE

• Azad Tehran University

Graduate Teaching Assistant, Sewing

*Tehran, Iran
Fall 2018 – 2020*

- Guided students through the full sewing process, from pattern cutting and fitting to final garment construction.
- Demonstrated use of industrial sewing machines and tools, ensuring safe and efficient studio practices.

• Azad Tehran University

Graduate Teaching Assistant, Clothing Design 2

*Tehran, Iran
Fall 2020 – 2021*

- Supported students in developing fashion concepts, sketching ideas, and building cohesive mini-collections.
- Gave feedback on design projects, helping students improve silhouette, fabric choice, and presentation quality.
- Coordinated critique sessions and presentations, assisting instructors with grading and studio organization.

PROFESSIONAL EXPERIENCE

• Mashad Leather

Visual Merchandiser

*Iran (Multiple Cities)
Apr 2025 – Present*

- One of Iran's top luxury leather brands with over 70 stores, 1,000+ employees, and exports to 15+ countries, known for premium handmade products.
- Design visual merchandising concepts for multiple Mashad Leather branches across various cities.
- Create and implement seasonal window displays aligned with brand identity and latest trends.
- Style in-store layouts to enhance product visibility and improve customer engagement.
- Maintain high visual standards across all visual zones to ensure consistency and brand appeal.

• Tehran Institute of Technology (TIOT)

Fashion Design Expert

*Tehran, Iran
Jan 2024 – Apr 2025*

- Leading private educational institute in Iran with 30+ branches, offering internationally accredited programs and certifications.
- Supported students with sketching, patternmaking, and garment construction techniques.
- Provided feedback on design assignments, offering both creative input and technical guidance.
- Helped instructors deliver course content and organize hands-on workshops.
- Collaborated with instructors to keep students on track with class timelines and project milestones.

• Sigma

Visual Merchandiser

*Iran (Multiple Cities)
Feb 2021 – Apr 2025*

- Specialized in visual merchandising and full store setup for multiple brands; led projects from concept to launch, collaborating with marketing and sales teams.
- Designed and implemented visual merchandising concepts for multiple retail brands across different cities.
- Traveled to various store locations to set up displays, style mannequins, and design product placement.
- Created seasonal window displays and in-store layouts tailored to each brand's identity and market goals.
- Trained retail staff in product placement and visual merchandising best practices.

• Three Jeans

Product & Creative Manager

*Tehran, Iran
Feb 2021 – Sep 2022*

- Leading denim manufacturer in Iran, producing fabric and jeans for major fashion brands with full in-house design and production.
- Conducted market research to identify trending denim styles and customer preferences.
- Developed mood boards and visual concepts for upcoming jeans collections.
- Collaborated with designers and tailors on new product ideas and creative direction.

SKILLS

- **Fashion Design & Technical:** Procreate, Hand Sketching, Patternmaking & Draping, Garment Construction (Manual & Digital), Textile Knowledge
- **Visual Merchandising & Styling:** Window Display Creation, Mannequin Styling, Retail Layout & Floor Planning, Color Theory, Seasonal Campaigns, Customer Experience Design
- **Creative, Graphic & Digital Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Canva, Figma, Moodboarding & Branding

PROFESSIONAL TRAINING & COURSES

- **Tehran Institute of Technology:** Sewing and Fashion Design (Intro + Advanced)
- **University of Tehran (MBA Department):** Visual Merchandiser
- **Coursera:** Marketing, Management of Fashion and Luxury Company, Fashion Design
- **Amoozal:** Fashion Styling

THESIS & ACADEMIC PROJECTS

- **Thesis:** Impacts of digital fashion on the traditional clothing industry.
- **Academic Projects:** Sustainability, Ethical Fashion, Environmental Justice in Fashion.
- **Academic Projects:** Bridging Cultures: The Influence of Persian Art on Renaissance and Modern Western Art.

PROFESSIONAL MEMBERSHIP & AWARD

- **President, Fashion Design Students Club** 2019 – 2020
Islamic Azad University (IAU) Tehran, Iran
 - Served as President of the Fashion Design Students Club.
- **Outstanding Graduate Teaching Assistant** Spring 2021
Islamic Azad University (IAU) Tehran, Iran
 - Recognized as Outstanding Graduate Teaching Assistant.
- **Outstanding Student & Instructional Support Invitee** 2023
Tehran Institute of Technology (TIOT) Tehran, Iran
 - Selected as Outstanding Student and invited to support instructors by assisting peers with design coursework.
- **2nd Place – Tehran Young Designer Competition** 2024
Tehran Young Designer Tehran, Iran
 - Original design conceptualized, illustrated, patterned, and hand-sewn from scratch; recognized for creative silhouette, fabric manipulation, and craftsmanship among 100+ emerging designers across Iran.

References

References available upon request.