

PERSONAL INFORMATION

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INTRODUCTION

I am Negar Batebi a multidisciplinary designer with a background in chemical engineering, fashion design, and business.

My core expertise lies in conceptual development, brand strategy, and the integration of technology with aesthetics to create experiences that are both emotionally resonant and culturally relevant.

Through projects such as Qajar Rebels, Pause, and Rosu, I have developed design systems that go beyond fashion, using storytelling, cultural analysis, and visual structure to build narratives of identity, resistance, and meaning.

In addition to design, I bring experience in tech-driven startups, wearable systems, and cross-cultural project leadership. My approach positions design not just as a creative act, but as a strategic tool for transformation, purpose, and long-term human impact.

EDUCATION

Jul 2022 - Sep 2024 | Master of Business Administration in Fashion Design

MASA Fashion design Academy, Shiraz University, Iran, Grade: 100% Thesis: Istanbul

Surrealism: The Paradoxes of an Ever-Evolving City Advisor: Dr. Mahsa Mir Sadeghi

Sep 2004 - Sep 2008 | Bachelor of Science in Applied Chemistry

Azad University (Qaemshahr branch), Iran, Grade: 13.86 out of 20

PROJECTS & SKILLS

Jun 2024 | Istanbul Surrealism: The Paradoxes of an Ever-Evolving City | master's Thesis

Description:

Explored Istanbul through five perspectives; culture, architecture, history, music, and tradition vs. Modernity and designed a collection inspired by their symbolic elements. Outcome: The project was praised by professors for its innovation and conceptual originality.

used skills:

- Visualizing findings using *Generative AI* tools like *DALL-E*.
- Integrated thin wood and metals into fashion design through *conceptual design*, blending musical instruments and *wearable gadgets* to create a *fusion of fashion and technology*. *Video Production and Editing* using the *InShot* application.

Feb 2024 | Conceptual design inspired by loneliness | master's Student Assignment

Description:

transforming this abstract idea into tangible creations that convey deep emotions and meaningful messages. This project was recognized as an exemplary work by professors and selected as a teaching model for other students.

used skills:

Video Production and Editing using the *InShot* application.

Nov 2023 | ROSU Brand Story | master's Student Assignment

Description:

Developed the brand story for ROSU, a concept intertwining the contrasting personas of a Rocker and a Sufi. The project aimed to create a narrative that not only reflects the brand's core philosophy but also establishes a deep connection with the target audience by emphasizing cultural and emotional contrasts.

Used Skills:

- Mastered the art of *storytelling* and *narrative structuring*, including an impactful introduction, a cohesive body, and a compelling conclusion.
- Developed skills in *brand strategy* and storytelling by aligning the brand's mission, vision, and core values with its narrative.
- Developed expertise in *brand identity development* by leveraging cultural and emotional elements.

Jan 2023–Present | EXOSYS Startup | Team leader

Description:

The EXOSYS detector, developed by the EXOSYS startup team, is a *multi-sensor system* that uses *data fusion* and *AI-driven technology* to identify and interpret critical information. EXOSYS was accepted to participate in two entrepreneurship sessions at BTM, the incubator of Istanbul Ticaret University and the Istanbul Chamber of Commerce, in 2023–2024.

Used Skills:

- Our team utilized *3D printing*, *material selection*, and *hardware design* to create durable, *aesthetically innovative* EXOSYS Cores for harsh environments and sensor compatibility.
- Utilized *multilingual communication* and *team collaboration* to work with different teams and organizations in English, Persian, and Turkish.

Mar 2025 | Qajar Rebels Collection | Independent Project

Description:

A conceptual fashion collection combining traditional Persian Qajar aesthetics with punk and cyberpunk styles. The collection explored the tension between historical elegance and modern rebellion, represented through tailored menswear pieces, metallic embroidery, interchangeable shorts, and culturally symbolic details. This project was recognized for its bold narrative and unique storytelling. It received strong feedback on social media and is being prepared for NFT and virtual exhibition formats.

Used Skills:

- Fashion concept development and storytelling
- Cultural and historical visual research
- Technical design of menswear with modern reinterpretation
- Video and catalog design using Canva and InShot

JOB EXPERIENCE

Jul 2018-Present | EXSIM ELEKTRIK YAZILIM | Company Founder & CEO | Istanbul-Turkey

About Company: Innovative design and development of electronic and mechanical hardware, software, and wearable devices for geophysics, focused on data detection, visualization, and AI-driven analysis.

What I Learned: Thrived in international *startup ecosystems*, developed *creative solutions*, and enhanced *strategic adaptability*.

Aug 2015 - Jul 2018 | C.Z.S Company | Global Trade Manager | Tehran-Iran

About Company: Innovatively designed and developed embedded systems, geomagnetic devices, metal detectors, and subsurface data solutions, including hardware, software, and firmware. **What I Learned:** Effectively managed crises by devising *strategic plans* and *solving complex problems* to secure raw materials under challenging conditions.

Jan 2013 - Jan 2015 | RAK Ceramics | Global Trade Manager | Tehran-Iran

About Company: RAK Ceramics is one of the largest ceramics brands in the world.

What I Learned: Facilitated cross-cultural communication between Arabic-speaking executives, English-speaking managers from India, and Persian-speaking staff, implementing methods to ensure accuracy and minimize errors.

Dec 2011 – Jan 2013 | Aida Plastik | Domestic Trade Manager | Tehran-Iran

About Company: Manufacturer of disposable plastic products.

What I Learned: Developed *supply chain management* skills by procuring high-quality raw materials from refineries via *stock exchange* systems and aligning them with the factory's specific needs.

Jun 2008 –Nov 2011 | IKCO (Iran Khodro) | International Trade Specialist | Tehran-Iran

About Company: Iran Khodro is the largest car manufacturer in the Middle East.

What I Learned: Gained valuable experience working in *large industrial environments*, understanding the importance of processes like *5S* and *time management* in industrial settings. Learned to align my work with defined procedures and synchronize effectively within *structured systems*.

HONORS & AWARDS

Jan 2023 – Feb 2024 | Istanbul Ticaret University. & Istanbul Chamber of Commerce

Incubator (BTM) | EXOSYS Startup Team leader & Entrepreneur | Istanbul-Turkey

Description: Selected by the jury to participate in two sessions of the incubation program after presenting our startup project (EXOSYS).

PROFESSIONAL DEVELOPMENT

Mar 2011 | International Trade Certificate | by Tehran Chamber of Commerce | Tehran-Iran

What I Learned: Proficient in formal *business communication*, international *trade processes*, including *ordering, purchasing, payment, customs clearance*, and application of *Incoterms*.

GRANT FUNDING AND SUPPORTS

Jan 2023 - Feb 2024 | Istanbul Ticaret Uni. & Istanbul Chamber of Commerce Incubator (BTM)

Type of support: Provided with office space, entrepreneurship courses, and networking resources to foster startup development.

LANGUAGES

English Higher intermediate
Turkish Higher intermediate
Persian Native

REFERENCES

Dr. Mahsa Mirsadeghi

- Thesis Advisor and CEO of Masa Fashion design Academy and Professor of Fashion Concept
- Ideation, Technical Design, and Fashion Anatomy during my master's program. Shiraz
- University

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Dr. Shahram Sharghi

- Clinical Psychologist, Youth Consultant, and Course Instructor Director at Bamdad' Sharghi Institute
- Professor of Psychology and Semiotics in Branding and Psychology of Fashion during my MBA in
- Fashion Design program Certified Coach
- Masa Fashion design Academy, Shiraz University

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Mohammadreza Ghasemichimeh

- Founder & former CEO of C.Z.S Company
- Founder & CTO of EXSIM ELEKTRIK YAZILIM
- Holder of the title 'Inv.' granted by the IFIA (International Federation of Inventors' Associations)

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