

Mo Shabani

DESIGN DIRECTOR • INDUSTRIAL & FURNITURE DESIGN

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01 PROFILE

Design director working across furniture, industrial, and retail design — London, Philadelphia, Vancouver. I lead design from brief to build: collections, products, and environments, with the manufacturing knowledge to keep intent intact through production.

02 EXPERIENCE

GOODLAND • 2024 — PRESENT • VANCOUVER, BC

Senior Industrial Designer

- Market analysis across the premium outdoor living segment to inform product specifications and roadmap priorities.
- CAD development in Fusion 360 and Onshape, concept through production-ready drawings.
- Close collaboration with operations and manufacturing on quality, cost, and sustainability targets.

MANNER STUDIO • 2018 — 2024 • VANCOUVER, BC

Furniture Design Director

- Directed all creative output across six years — seasonal fine furniture collections from brief through production and delivery.
- Built and led a production team of woodworkers; owned scheduling, quality standards, and skill development.
- Primary creative contact for architects, interior designers, and private clients commissioning bespoke pieces.

WESTERN CRAFT • 2016 — 2018 • VANCOUVER, BC

Project Manager

- End-to-end delivery of luxury residential builds — in-house teams, architects, and specialist trades from groundbreak to handover.
- Held timelines and budgets across multiple simultaneous projects while protecting design quality throughout.

STUDIO CIDRA • 2014 — 2016 • PHILADELPHIA, PA

Furniture Designer

- Designed and developed an original in-house collection, presented at trade shows to architect and designer audiences.
- Ran the full design-to-delivery pipeline for bespoke commissions, concept through workshop production.

URBAN OUTFITTERS • 2010 — 2014 • LONDON, UK

Retail Store Designer

- Developed retail environment concepts and supported twelve new store openings across Europe.
- Shaped the European spatial design language and trained incoming designers on visual standards.

03 CAPABILITIES

DESIGN	LEADERSHIP	SOFTWARE	MAKING
Collection direction	Team building	Fusion 360	Joinery & production
Furniture & product	Project management	Onshape	Design for manufacture
Retail & spatial	Client relationships	Illustrator, Photoshop	Prototyping
Material specification	Trade coordination	InDesign, Premiere	Residential construction

04 AVAILABILITY

Open to design director and senior design roles in Vancouver and beyond, and taking on a small number of consulting engagements. References on request.