

Ali Reza Homayounifar

Rug & Carpet Designer, Collection Designer, Product Development

Personal Details

Name: Ali Reza Homayounifar

Location: Düsseldorf, Germany

Email: alireza.homayounifar@gmail.com

Phone: +49 175 511 7079

Languages: Farsi (Native), English (B2), German (A2)

Professional Summary

Experienced Rugs and Carpets Designer with over 25 years in the industry. Expert in pattern development, material selection, product innovation, and quality optimization. Proven experience collaborating with purchasing and sales teams both in Iran and Germany. Strong interest in home decoration, interior trends, and product sourcing.

Key Skills

- Product Design and Development (Rugs & Carpets)
- Supplier Communication & Material Sourcing
- Market Trend Analysis – Home & Living
- Purchase Coordination and B2B Negotiations
- Possesses in-depth knowledge of carpet design using Photoshop and E-Designer software.
- Deep knowledge of the concept of weaving looms and defining new weave structures for them.
- Analyzing different weave structures or correcting them to develop a product.
- Skilled in designing products according to the desired final price and the tastes of the target market.
- Good working knowledge of the production of printed (Sublimation & Direct) and over-dyed carpets.
- Comprehensive knowledge of handmade carpet designing and production.
- MS Word, MS Excel, MS PowerPoint

Professional Experience

Independent Carpet Designer | Germany & Iran | 2010 – Present

• Product Development:

- Designing carpets and products for prestigious international companies such as Merinos, Kaplankerdesler, Kartal, Covtex Feizy, and ... in Turkey, Mashad Carpet, Setareh Kavir Yazd, Khatereh Kashan, Savin Carpet and ... in Iran
- Designing a collection of silk-look carpets with Modal fibers and a hand-finishing process for a 1,500-reed loom.
- Designing a collection of wool and viscose carpets and hand finishing for a 500-reed loom.
- Designing a collection of 100% wool carpets in 12 colors with hand-finishing for a 500-reed loom featuring famous Kerman handmade designs.
- Designing a collection of 100% micro acrylic carpets with viscose, with hand-finishing and machine-finishing for a 500-reed and 1200-reed loom featuring famous Kerman handmade designs.
- Design a modern and vintage collection of printed carpets for a German company, most of which are currently among its top sellers.
- Designed and developed custom carpets and Persian classic collections for various international manufacturers and brands in Iran, Turkey, Saudi Arabia, Germany, Uzbekistan, and Mongolia.
- Coordinated sample production and design adjustments for international customers.
- Practical experience in product sourcing, purchasing, and market matching for interior designers.
- Advised clients on product development, trend adaptation, and supplier coordination.
- Production of large-sized (2500x2500 cm, 1000x2000 cm, ...), custom carpet projects with classic integrated design from scratch to finish.
- Select and prepare the initial designs for the Van de Wiele 700 and 1000 reed looms to be installed in the company showroom. These designs will demonstrate the capabilities of the weaving machines.
- A two-week training course for the Erdenet Company design team in Mongolia, covering design software and familiarization with different styles of classic Iranian carpets.

Head of Design | Mashhad Carpet Company | 2004 – 2010

- Led a team of 12 designers from the initial idea to the final weave.
- Supervising the purchase of materials. Ensuring they matched the designed collection exactly.
- Monitoring the market for new materials and new demands.
- Prepared and planned 120 new designs and eight different collections for the Domotex show from 2006 to 2010 every year.

Design Instructor | Universities & Craft Training Centers | 2002 – 2010

- Taught carpet and textile design techniques at academic and professional institutes.
- Specialized in connecting traditional design with modern market requirements.

Education

B.A. in Carpet Design | Sahand University of Technology, Tabriz, Iran

Certificates & Training

Training Course | Van de Wiele Company, Belgium, January 2006

- Drawing in + self-edges
- MJC- Jacquard Machine
- Mechanical and weave technical setting
- Electrical diagrams
- Use of the HMI
- Processing software + Weave structures

Interests

Creative product design, product development, market research, carpet design, and monitoring the production process.