Mahsa Masoumi

Designer and researcher in Persian storytelling, sound, and immersive space

Email | Portfolio | LinkedIn

Research Interests

Persian storytelling in digital, audio, and spatial media; cultural memory and the Iranian diaspora; sound and data sonification; immersive installation; environmental storytelling.

Education

MFA in Design Sep 2024 to May 2027 (expected)
Rutgers University, Mason Gross School of the Arts, New Brunswick, NJ
Thesis: *Sabr: Persian Storytelling Through Patience, Craft, and Repetition*

Master of Interior Architecture 2015 to 2018
Azad University, South Tehran Branch, Iran

Bachelor of Interior Architecture 2010 to 2015
Tabari University, Iran

Exhibitions and Projects

Where should I build my nest if not with you? Jul to Oct 2026
Co-Cureate 2026, Mason Gross Galleries, Rutgers University. Supported by the Rutgers Climate and Energy Institute.
Can environmental data reach the public more openly as questions rather than statements? An immersive installation that turns data on seven endangered New Jersey birds into sound, light, and landscape, framed by Attar's *The Conference of the Birds*.
Role: leadership, art and design. Conceived the narrative framework and wrote the birds' questions, designed the horseshoe habitat plan, created a data sculpture of 99 hand cut paper feathers, and researched the Black Rail.

Sabr, MFA thesis, gallery installation Oct 2025 to Feb 2026
How can the slowness and repetition of Persian craft shape time in digital storytelling? Animation and Unity environments retell the myth of Zaal and Simorgh through carpet motifs, turning patience into a felt experience of story.

Naghsh, Design Studio 2, gallery installation Jan to May 2025
How can a digital platform keep Persian myths alive for the diaspora? A bilingual storytelling platform rooted in Naghali, shaped by 6 interviews and a survey with 46 responses. Testers found it welcoming and valued its layered stories.

Daricheh, Design Studio 1, gallery installation Sep to Dec 2024
A journey of self discovery through Attar's *The Conference of the Birds*.

Research and Writing

Where should I build my nest if not with you? Asking with Birds: Environmental Data, the Poetics of the Question, and a Persian Imagination in an Ecological Installation 2026
Journal article, manuscript in preparation

Sabr: Persian Storytelling Through Patience, Craft, and Repetition 2026
MFA thesis essay, Rutgers University, Mason Gross School of the Arts

Teaching Experience

Instructor, Design 1A: Typography Fall 2025, Fall 2026
Rutgers University, Mason Gross School of the Arts

Instructor, Design 1B: Form and Meaning Spring 2026
Rutgers University, Mason Gross School of the Arts

Teaching Assistant, BFA Thesis Fall 2026
Rutgers University, Mason Gross School of the Arts

Teaching Assistant, Design Seminar Spring 2025, Fall 2025
Rutgers University, Mason Gross School of the Arts
Designed weekly visual materials for guest lectures and documented seminar sessions.

Professional Experience

Department Blogger, Rutgers University Sep 2024 to Present

UX Designer, Freelance 2021 to 2023

Founder, Golbahar Flower Studio, Iran 2017 to 2020

Skills

Research: Qualitative interviews, surveys, user research and usability testing, personas and journey mapping, research through design

Design: Narrative and concept development, exhibition and installation design, spatial design, visual design and typography, interaction design, prototyping

Tools: Unity, Figma, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Audition, Lightroom, XD)

Languages: Persian (native), English (fluent)