

AMIR RASTKHADIVMASOULEH

Creative Technologist | Structural Engineer (ICE Member) | Experience Innovator

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 [Nugget Ninja Challenge](#)

PROFESSIONAL PROFILE

Innovative Creative Technologist with MSc in Structural Engineering (University of Sheffield) and Institution of Civil Engineers (ICE) membership, uniquely combining engineering precision with creative vision. Proven track record of designing AI-integrated experiences that drive measurable engagement and solve complex problems. Recognized by RMHC London for pioneering AI integration in customer experiences, and by McDonald's UK as a "Digital Guru" for technology innovation. Demonstrated ability to translate structured engineering thinking into creative solutions that increased customer satisfaction by 35-40% across multiple locations. Passionate about exploring the intersection between technology, creativity, and human experience.

CREATIVE TECHNOLOGY ACHIEVEMENTS

AI-Powered Interactive Experience Creation: "Nugget Ninja Challenge" | 2025

- Conceptualised, designed, and developed an original AI-integrated game that raised £345 for charity in just 3 days
- Engineered innovative AI integration using ChatGPT and Claude to create dynamic user experiences and responsive game mechanics
- Applied engineering principles to game physics while maintaining creative engagement
- Received recognition from RMHC officer in London for novel concept and execution, establishing precedent for future AI-driven initiatives

Digital Experience Transformation Leadership | McDonald's UK | 2022-Present

- Orchestrated comprehensive digital experience innovations across 4 locations, resulting in 35-40% CSAT improvement affecting 2,500+ monthly customers
- Earned prestigious "Digital Guru" award for pioneering technology adoption strategies that reduced customer service time by 15%
- Designed and implemented branch-specific visual identity systems that strengthened brand connection
- Created immersive digital experiences through customer-facing applications, resulting in 22% increase in digital order completion
- Applied engineering efficiency models to customer flow management, reducing service bottlenecks by 18%
- Produced engaging multimedia content including workplace podcast series that increased team engagement metrics by 25%

Web Experience Design & Development | 2021-2022

- Engineered responsive, accessible websites optimised for diverse user needs and device capabilities
- Developed and deployed multi-device compatible web experiences using HTML, CSS, JavaScript, and Python
- Created intuitive user interfaces based on research-driven insights and accessibility best practices

- Implemented data-driven design improvements that increased user engagement metrics by 20%

TECHNICAL EXPERTISE

Creative Technology

- AI Integration & Implementation (ChatGPT, Claude)
- Interactive Experience Design
- User Experience Research & Optimisation
- Visual Design & Brand Identity Development
- Creative Coding & Rapid Prototyping
- Multimedia Content Production

Engineering & Development

- HTML5, CSS3, JavaScript (ES6+)
- Python Programming
- Firebase Studio Integration
- Responsive Web Development
- GitHub Version Control
- Structural Analysis & Modeling

Leadership & Process

- Certified Scrum Master
- Design Thinking Methodology
- User Research & Testing
- Cross-functional Team Leadership
- Agile Project Management
- Systems Thinking & Optimization

PROFESSIONAL EXPERIENCE

Customer Experience Manager & Technology Lead | McDonald's UK | June 2022-Present

- Lead comprehensive digital transformation initiatives across 4 high-volume locations, impacting 2,500+ customers monthly
- Increased customer satisfaction metrics by 35-40%, consistently outperforming regional benchmarks
- Pioneered technology adoption strategies that earned company-wide recognition as "Digital Guru"
- Designed and implemented visual identity elements and brand extensions that strengthened customer connection
- Created engaging digital and social media content with contemporary design language
- Applied engineering efficiency principles to operational workflows, reducing service time by 15%
- Recognized as Employee of the Month and nominated for Employee of the Quarter for innovative contributions
- Produced workplace podcast series that increased team engagement by 25%

Hackathon Participant & Contributor | Jan 2022-May 2022

- Collaborated on rapid prototyping of innovative solutions for workforce well-being and mental health
- Contributed technical expertise to cross-functional teams, resulting in viable product concepts
- Applied creative problem-solving methodologies to address complex organisational challenges

Web Development Specialist | University Centre South Devon & Code Institute | Nov 2021-May 2022

- Designed and developed responsive, accessible websites optimised for diverse user needs
- Created and deployed the Love Running project, demonstrating multi-device compatibility using HTML and CSS
- Implemented user-centred design principles to create intuitive interfaces and experiences
- Conducted user testing and implemented improvements based on feedback and performance metrics

Innovation Contributor | British Red Cross

- Implemented technology solutions that improved operational efficiency across departments in South Yorkshire
- Selected for Buckingham Palace garden party invitation (London, 2014) in recognition of innovative contributions and impact
- Developed creative approaches to volunteer engagement and community outreach

EDUCATION & CERTIFICATIONS

MSc (ENG) Structural Engineering | The University of Sheffield | 2014

Professional Memberships:

- Member of Institution of Civil Engineers (ICE) since 2015

Creative Technology Certifications:

- Google's AI Prompting Certification
- Canva Creative Design Certification
- React, Web Development, CSS, and JavaScript (Meta and IBM)
- Front-end Development (Code Institute)
- Scrum Master Certification
- Professional Certificate, University of Hamburger, London

Continuing Professional Development:

- Regular participant in web development courses on Coursera and LinkedIn Learning
- Ongoing engagement with creative technology communities and forums

CREATIVE PHILOSOPHY

I approach technology as a creative medium that can bridge human needs with engineering possibilities. My unique background in structural engineering provides me with systematic problem-solving frameworks, while my passion for creative technology drives me to explore unconventional solutions. I believe the most powerful innovations occur at the intersection of disciplines, where established rules can be thoughtfully challenged and reimaged. This cross-disciplinary mindset enables me to create experiences that are both technically sound and creatively compelling, resulting in solutions that engage users while delivering measurable impact.

PERSONAL INTERESTS

- Swimming, Running, Tennis - Physical activities that foster discipline and creative thinking
- Chess - Strategic thinking and pattern recognition
- Technology Exploration - Continuous learning about emerging technologies and creative applications
- Family & Community - Maintaining strong connections that inform human-centered design approach