

CONTACT INFORMATION

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EDUCATION

PhD Urban Health program Fall 2025	Toronto Metropolitan University- Toronto, Canada Research: Impact of Urban Landscape on Mental Health
Master of Urban Design GPA: 3/95 out of 4.00 2013-2015	Shahid Beheshti University - Tehran, IRAN Thesis Title: Mashhad Visual Management Guidance with Emphasis on Public Realm Quality Thesis grade: 19.5/20 Grant: Awarded a Governmental Full Tuition-waiver Scholarship
Bachelor of Urban Planning Major GPA: 3.64 out of 4.00 2007-2012	School of Arts & Architecture, Yazd University – IRAN Thesis Title: The Correlation of Rich Mental Image and Citizen Satisfaction Thesis grade: 19/20 Grant: Awarded a Governmental Full Tuition-waiver Scholarship
Coursera November, 2022	Qualitative Research Methods, University of Amsterdam (Grade received: 92%)
Coursera November, 2022	Studying Cities: Social Science Methods for Urban Research , IHS, Institute for Housing and Urban Development Studies, Erasmus University Rotterdam , (Grade received: 84.85 %)

RESEARCH EXPERIENCES

- Des. 2020- 2022 **Researcher** | Municipality Of Mashhad City, Mashhad, IRAN
- Survey Study Of The Project “Our Neighborhood; People’s Preferences for Improving Environment”
- We employed surveys and questionnaires to collect primary data, which I subsequently organized and analyzed using Microsoft Excel. The analysis involved the application of PivotTables to categorize and interpret the results.*
- Jan 2017-Jan 2019 **Research Assistant** | Place Design And Place-making Lab, IUST University, Tehran, IRAN
- Research Study Of “Similarity of Mashhad Parks to Heaven: Exploring People’s Perception”
 - Research Study Of “Iranian-Islamic Urban Model of Mashhad City”
- I used methods such as surveys with Likert scales, Semantic Differential Technique, Visual Preference Surveys, photo elicitation, and in-depth interviews to capture people’s perceptions of urban spaces.*
- 2015 **Research Assistant** | Raz-Andishan Research Lab, Affiliated with SBU University, Tehran, IRAN
- Worked On A Content Analysis Research On “Façade Harmony” Aesthetics Aspects Of The Built Environment : Façade Harmony and its impacts on People”
- I employed content analysis of urban documents and texts in this project. My task involved a thorough review of the literature and the systematic extraction of relevant terms, meanings, and specific concepts related to various themes concerning urban façades.*

PUBLICATION

- International Conference 2019 **Nouri, M.** “Critical Aesthetic Issues and Design Policies To Enhance Emerging Views In Inner-city Highways, Case Study: Azadi-Kalantari Highway In Mashhad City”, The First International Conference On Urban And Intercity Roads Landscape (A Vernacular Approach), COI Code: ICUIRL01
- International Conference 2018 **Nouri, M.** “Discovering Of Mashhad Urban Structure”, International Conference Of Civil Architecture & Urban Planning, Iran Science And Technology University, Tehran, IRAN. COI Code: Arcpe01_103
- International Conference 2016 Kiani,b. **Nouri, M.** Alitavasooni,n. “Urban Regeneration, Approach To Revive The Arg Street Of Mashhad”,4th International Congress On Civil Engineering, Architecture & Urban Development, Shahid Beheshti University, Tehran, IRAN. ISC Code: 95160-70403
- International Conference 2013 **Nouri, M.** “Regression Analysis Rich Mental Image and Citizen Satisfaction (Case Study: Shahed Neighborhood) National Conference Of Urban Planning, Yazd, IRAN.

PROFESSIONAL EXPERIENCES

April. 2023- July.
2025

Planner and Designer & Director of Studies and Planning | Sarkhandiz Public Tourism Company, Affiliated with Shandiz Municipality

- In this firm, I worked on a river valley natural park and the surrounding city areas. My aim was to develop policies and facilitate landuse to enhance people's connection to the natural environment, recreation, and restoration activities to improve their mental and physical health as well as attracting investors and improving city income. I also worked on project evaluation and investment strategies. I carried out financial and mathematical analyses, including IRR, NPV, Payback Period, and Benefit-Cost Ratio, to assess project feasibility and guide financial participation models. These calculations supported decisions on investor engagement and ensured fair returns for both the municipality and private partners. This role gave me strong expertise in applied financial mathematics and investment evaluation.

Jan. 2020- March.
2023

Urban Designer & Planner | Shahre_Part Consulting Engineers, Mashhad, IRAN

- During the pandemic, I worked on human connection with nature and public access to natural environment by proposing urban design framework and development policies for a Natural Park. I also pursued my interest in improving satisfaction and well-being by considering inclusive access to nature and recreational activities. My responsibilities included , leadership, presentation, mentoring team members, site analysis (GIS), providing analytical maps(GIS), developing criteria, demographic analyses, population forecasting, modeling activity distribution, establishing design guidelines and policies and designing questionnaires and interviews and conducting participatory workshops. During this time, I attended to online webinars to gain knowledge about human-nature connection and its health benefit for people.

Nov.2017-Des. 2019

Urban/Rural Designer & Planner | Shahr-e-Ziba Consulting Engineers, Mashhad, IRAN

- During my time at this firm, I developed teamwork and presentation skills through field work and meetings, gained insights into challenges of governmental and community planning. This led to a keen interest in participatory planning methods (with women, men and children), successfully applied in rural areas and praised by the Housing Foundation of Iran. I acquired expertise in nature-based and community solutions for rural sustainability, and honed skills in empowering disadvantaged communities through interdisciplinary strategies. I also developed skills in designing and land subdivision plans, as well as place marketing and branding management, focusing on revitalizing touristic villages and small towns. Additionally, I utilized Geographical Information System, video recording analysis, environmental mapping, participatory workshops, and determining focus groups to design public spaces in several villages.

TEACHING EXPERIENCES

- Winter 2025 **Academic Assistant | Toronto Metropolitan University**
- Social Justice and Mental Health/ FCS101 011- 021 - 031
- Supervisor: Prof. Michelle Oldman
- Fall 2025 **Academic Assistant | Toronto Metropolitan University**
- CD8360/MP8101/PC8003 - Research Methods - F2025
- Supervisor: Prof. Wendy Freeman
- Fall 2025 **Academic Assistant | Toronto Metropolitan University**
- HTF505 - Restaurants Concept to Operant - F2025
- Supervisor: Dr. Julie Kellershohn
- 2018- 2023 **Lecturer | Khayyam University**
- Perception and Presentation of Urban Environment
 - Vernacular Architecture I & II (B.Arch)
 - Elementary & Advanced Design
 - Analytic Geometry
- 2016- 2021 **Lecturer |Azad University of Mashhad**
- Graphic Techniques in Urbanism(Studio I & II)
 - Architectural Communication I & II
 - Geometry and
 - Perspective I & II
- 2014- 2020 **Workshop Instructor for Urban Design Sketch |Private Sector**

RESEARCH METHODS AND ANALYTICAL SKILLS

Quantitative Methods

- Surveys and Questionnaires
- Quantitative Analysis of Survey Results
- Regression Analysis
- GIS-based Spatial Analysis
- Analytic Hierarchy Process (AHP)
- Scaling Methods

Qualitative Methods

- In-depth Interviews
- Content Analysis
- Participatory Design

Observational & Field Methods

- Field Photography
- Behavioral Photography
- Visual Survey / Image-based
- Observation
- Systematic Observation
- Behavioral Mapping
- Environmental Assessment Checklist
- Field Survey as Trained Observer
- PPS Place Evaluation Method
- Visual Preference Survey (VPS)
- Semantic Differential Technique

PROFESSIONAL DEVELOPMENT

June 4 to 5, 2026	Seminar: Bridging Divides Year End Symposium
May 22,27, March 18, January 21, 2026	Seminar: Research Dialogue Series
October 15, September 24, 2025	
April 15-17, 2026	Conference: CERC Migration/Institute Conference
March 11, 2026	Workshop: How to design exceptional conference posters
February 4, 2026	Workshop: Grant Writing Workshop
February 5, 2026	Workshop: Media Training for Researchers
February 6, 2026	Workshop: Presenting Your Research with Impact
September 30, 2025	Conference: Global Skills Partnerships: Designing an equitable co-benefit perspective for countries of origin and destination
2021-2023	Seminar Series: Urban Parks And Public Spaces After The Covid-19 Pandemic, Attempts For A More Sustainable Future <ul style="list-style-type: none">• Child-Friendly and Playful Cities• Greening Schoolyards. Trust Public Land, USA.• Open Streets: Meeting as Equals. Sustainable happiness. Healthy. Streets for people.• Better Playgrounds, Healthier Communities. USA.• Trees & Parks, Research & Tech: Creating Greener Cities for All.• Grey to Green/ What you want to do & What you must do.

CERTIFICATIONS

Fall 2025	<ul style="list-style-type: none">• CILT100• Environmental Health and Safety• Accessibility (AODA) at TMU• Access to Information and Protection of Privacy• Building a Campus Where Consent Comes First: Understanding TMU's Sexual Violence Policy• Workplace Hazardous Materials Information System• Test Centre Training• Workplace violence and harassment prevention
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SKILLS

Computer Skills:	Proficient: AutoCAD, ArcGIS Competent: SketchUp, Photoshop, People, SPSS, Expert Choice
Studio-related Skills:	Critical Thinking, Ability to work in a team, Attention to details, Time management, Adaptability, Good Presentation Skills

MEMBERSHIPS & VOLUNTARY ACTIVITIES

2021-Now	Membership " Visual Resource Stewardship" group, Google Groups.
2019- Now	Membership " IRAN Organization for Engineering Order of Building" Business License No. 01920000470
July, 2021. Mashhad, IRAN	Mentor The 25 th Co-creation Conference Of Mashhad City On Innovative Economic Models To Revitalize Historic Buildings-Mashhad Municipality,
25, April to 19, May, 2021 Mashhad, IRAN	Mentor The 24 th Co-creation Conference Of Mashhad City On Designing Affordable Housing- Mashhad Municipality
14 & 22 February 2020	Volunteer Voluntary Work In Marginalized Neighborhoods Of Sis-Abad & Pour-Sina In Mashhad Visited Two Neighborhoods, Interacted With Local Communities And Painted Walls And Doors With Them, A.M Studio - Design And Architecture Group
2010-2011	Executive Director Sharestan Magazine of Urban Planning; Student Association of Yazd University

REFERENCES

Michelle Olding
Assistant Professor TMU
Faculty of Community Service
Daphne Cockwell Health Sciences Complex
michelle.olding@torontomu.ca

Wendy Freeman
(Retired on Jun 2026)
Associated Professor TMU
Professional Communication Department
wfreeman@torontomu.ca