

Mardi Najafi, Director, Retail Design at Figure3



With a background as an industrial designer and experience in furniture design, exhibit design, and set design for fashion runways, Mardi Najafi has been immersed in the world of retail design and strategy for more than 20 years. Mardi's passion for branding and retail design has led to award winning retail experiences around the world. As Director of Retail Design, he is instrumental in broadening Figure3's reputation for breakthrough innovative thinking and design excellence.

Mardi is passionate about creating memories through unique moments and unexpected details. His approach considers every step in the customer journey; from creating compelling narratives that shape the experience, to defining signature moments that enable people to connect with brands emotionally.

A firm believer in the value of sharing knowledge, Mardi spent several years as a professor at a number of distinguished design schools around the world, and today his design projects benefit from his commitment to success through collaboration. In addition to being published nationally and internationally, Mardi is also frequently a presenter at industry conferences around the world. Mardi has worked on many notable award-winning projects for clients such as Telus, Surterra Wellness, Virgin Mobile and Penguin Shop.