

Dr Monireh Astani

Senior Lecturer
Department of Creative Industries

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[Personal Website](#)

[University Profile](#)

[LinkedIn – ORCID](#)

Professional Experience

Senior Lecturer, University of Staffordshire (2022 – present)

- 2D animation pathway lead
- Curriculum and module design, delivery, and assessment in the BA (Hons) Animation
- Module lead for Team Animation (L5), Pitch (L6), and Pipeline (L6)
- Animation Program research and ethics coordinator
- MA supervision across the program and the Creative Industries Department
- PhD supervision across the School of Digital, Tech, Innovation & Business

Graduate Teaching Assistant, Maynooth University (2018 – 2022)

- Module design, delivery, and assessment in BA (Hons) Media Studies

Visual Designer & Customer Experience Agent, Camile Thai (2019 – 2022)

- Engaging with customers and creating visual content for the company's different social media platforms

Visual & UX Designer, Sheology (2018)

- Renewing the company's visual identity and website interface design

Visual Designer & Animator, Arkan Salamat Co. (2017)

- Designing the company's visual identity and explainer videos

Visual Designer, Animator, & Director, Freelance (2015 – 2017)

- Designing brand identity, creating video explainer and animation, storyboarding, and concept design for: *STEM Fern Ltd.*, *Ayandeh Bank*, *Babi Bo English Apps*, *Khorasan Newspaper*, *National Land and Housing Organisation*, *Arkia Art Production*

Visual Designer & Animator, Golvazheh Publication Co. (2015)

- Designing visual concepts, storyboards, and animations for the company's printed and digital media

Animator & Storyboard Artist, Hoor Animation Association (2012 – 2015)

- Storyboard Artist & 3D Animator in animated TV series: *Samanoo & Shaghaghoh*, *The Heroes of School*, and *Life Skills*

Concept Artist, DANESH Studio (2011)

- Concept and visual design for Irancell Co. commercial projects

Education

National University of Ireland Maynooth (2018 – 2022)

PhD Media Studies: An Analysis of Iconic and Pure Abstractions in Animated Adaptations of *Shahnameh* - [{ACCESS LINK}](#)

Tehran University of Art (2009 – 2012)

MA Animation

Alzahra University (2005 – 2009)

BA (Hons) Visual Communication (Graphics)

Publications

Astani, M. 2024, Beyond Representation: Reimagining *Shahnameh* in Abstracted Forms of Animation, Animation Studies Journal, vol. 19 (forthcoming, December).

Astani, M. 2025, Pushing the Boundaries of Animation Production in Immersive Formats: A Case Study of Quill, Virtual Creativity (under review).

Conference & Presentations

Astani, M. 2024, The Art of Animation-Making in Virtual Reality: Current Pipelines and Future Possibilities, BUUV x SU Research Symposium, British University Vietnam (BUV), Vietnam, 15-19 July.

Astani, M. 2022, The Emergence of Zakhak: A practice-based, reflective analysis of reconstructing an ancient narrative into abstracted animated forms, 33rd Society for Animation Studies (SAS) Annual Conference, Teesside University, UK, 26 June-3 July.

Astani, M. 2020, A Media Specific Analysis of Animation's Abstraction in Adaptations of *Shahnameh*, The Visioning the Future Online Seminar Series: Students' Artistic Experiments, Ireland, 24 September.

Astani, M. 2019, Cultural Adaptation and Appropriation of Ferdowsi's *Shahnameh*, The Association of Adaptation Studies (AAS) 14th Annual Conference, Masaryk University, Brno, Czech Republic, 19-20 September.

Astani, M. 2019, Animation and its creative language in cultural adaptation, 31st Society for Animation Studies (SAS) Annual Conference, Lusófona University, Lisbon, Portugal, 17-21 June.

Astani, M. 2018, Adaptation and Audiences: The Problematic Nature of Cross-Cultural Adaptations, Irish Audience Studies Network Inaugural Symposium, Maynooth University, Ireland, 5 December.

Astani, M. 2016, A Fantastic Adaptation: Investigating the Elements of Fantasy within the Context of *Shahnameh* as a Popular Source of Adaptation in Iranian Animations. ASIA ANIMATION FORUM 2016 Animation+ Collective of Imagination, pp. 177–194. Bucheon: Asia Animation Forum (AAF).

Astani, M. 2016, The Representation of Urban Humans, Spaces and Relations of Contemporary Iran in the Animated TV Series 'Traffic Culture', 28th Society for Animation Studies (SAS) Annual Conference, Nanyang Technological University (NTU), Singapore, 26-30 June.

Grants & Honours

2025- ASIFA-Hollywood Animation Educators Forum 2025 Faculty Grant, **\$1365** - [{ACCESS LINK}](#)

2022- Maureen Furniss Award for Best Student Paper, the Society for Animation Studies (SAS) - [{ACCESS LINK}](#)

2022- Emru Townsend Travel Grant for 33rd Society for Animation Studies Annual Conference, **\$500**

2021- Maynooth University HEA COVID-19 Fund, **€6166.68**

2020- ASIFA-Hollywood's Animation Educators Forum 2020 Scholarship, **\$2700**

2018- John & Pat Hume Postgraduate Research Scholarship for Media Studies PhD, Maynooth University, **€40000**

2016- Emru Townsend Travel Grant for the 28th Society for Animation Studies Annual Conference, **\$500**

Research & Technical Skills

- **Research:** Practice-oriented, Qualitative/Quantitative, Research Communication
- **Motion Design:** Toon Boom Harmony, Adobe Animate, Adobe After Effects, Adobe Premiere
- **Visual Design:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- **Virtual Reality & Real-time Technology:** Unreal Engine
- **Online Content Creation / Evaluation:** Microsoft 365, Prezi, Blackboard, Panopto, Clipchamp, Mentimeter, Qualtrics

Professional Trainings & Qualifications

- **Supervisor Training Program**, Staffordshire University (2024)
- **Epic Bootcamp: Animation (Real-Time Animation in UE5)**, Unreal Engine (2023)
- **Masterclass Artistic Research “GLOBE PLAYHOUSE” – Expanded (VR) Animation Worlds –** Filmuni Summer School (2020)
- **Professional Certificate in Teaching and Learning (CTL1)**, Maynooth University (2019)

Professional Memberships & Affiliations

- **Society for Animation Studies**
- **ASIFA-Hollywood’s Animation Educators Forum**
- **Innovate UK’s Immersive Tech Network**
- **Creative Edinburgh**
- **Immersive Ireland**

Languages

- **Farsi** (Native)
- **English** (Fluent)
- **Arabic** (Reading-only)