DESIGN / RESEARCH / PRODUCT THINKING

ARDAVAN HEMMATPOUR

Senior Product & UX Designer | UX Researcher

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PROFILE

Research-led product and UX designer with 8+ years across fintech, data-intensive software and digital services. Simplifies complex workflows through behavioral research, information architecture and interface design. Currently working on product experiences, dashboards and brand identity for KAZIMI, following AI strategy and training work at Foray Advisory. Published researcher and educator.

PROFESSIONAL EXPERIENCE

KAZIMI — PRESENT

Product Design, Dashboard UX & Brand Design Consultant

- Design product interfaces and data dashboards for a mobile-app intelligence platform focused on verified activity, bot detection and fraud signals.
- Organize technical data into clear layouts, decision-relevant information structures and navigable user flows.
- Develop brand and logo direction alongside the product UI to establish a consistent identity across digital touchpoints.

Foray Advisory — 2023–2024

Senior Associate | AI Research & Advisor

- Researched generative AI use cases and translated emerging capabilities into practical recommendations for business and UX teams.
- Created prompt-engineering training and AI-in-UX guidance, incorporating gamification to improve learning and knowledge transfer.

Forest Interactive — 2021–2023

Senior UI Designer & UX Researcher

- Applied user-behavior research to product ideation, interaction patterns, prototyping and iterative interface decisions.
- Contributed to UI and design-system improvements, translating user insights into engagement and retention recommendations.

HelloGold — 2018–2021

UI/UX Designer | Fintech

- Redesigned onboarding and know-your-customer (KYC) journeys for a consumer gold-investment mobile platform.
- Developed mobile financial experiences and gamification patterns focused on usability, trust and verification friction.

Selected work & research

Product practice backed by behavioral research, teaching and emerging-technology work.

SELECTED PRODUCT WORK

KAZIMI / CURRENT CLIENT

Product and dashboard UI, information design and brand identity for a data-intelligence platform addressing verified app activity and bot detection.

Company website

Wallex Guard / INDEPENDENT UX CONCEPT

Risk communication and interaction concepts for leverage decisions, liquidation risk and clearer financial consequences.

View case study

Digikala Promise / INDEPENDENT SERVICE-DESIGN CONCEPT

Service-design exploration of seller choice, delivery exceptions, returns and refunds to improve the predictability of the customer journey.

View case study

PUBLICATIONS & TEACHING

First Monday | 2026 Sole author

Beyond the sandbox: Autonomy, trust, and social capital in the high-stakes universe of EVE Online

Read publication

SEARCH Journal | 2023 First author

Autonomy, competence, relatedness and online social capital in EVE Online

Read publication

Teaching | Udemy 7,000+ learners across UX courses, including ethical dark patterns. Instructor profile

METHODS & CAPABILITIES

Product design / Dashboard UX, journey mapping, product discovery, prototyping, design systems, Figma.

Research / Qualitative interviews, usability testing, survey analysis, behavioral research, synthesis, SPSS, NVivo.

Applied AI / AI adoption research, prompt engineering, content workflows, AI-in-UX guidance and training.

EDUCATION

M.A. Media Studies | University of Malaya 2019–2024

B.A. Interactive Multimedia | Taylor's University 2016–2018

Diploma in Multimedia | IACT College 2004–2006