

MOHAMMAD ABDOLLAHZADE

Senior Product Designer · AI-Native Products · Human-AI Interaction · Cognitive UX · Product Strategy

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01 PROFILE

Senior Product Designer working at the intersection of artificial intelligence, cognitive science, and product strategy. Across 8+ years in EdTech, HealthTech, FinTech, enterprise systems, and zero-to-one ventures, I have led ambiguous product spaces from discovery to shipped experience. I focus on emerging interaction models - translating human intent, AI behavior, uncertainty, trust, and business constraints into clear, scalable products. My practice combines systems thinking, research, high-craft interaction/UI design, experimentation, and technical fluency to shape products that are useful today and resilient to what comes next.

9+ yrs Product & UX	Complex UX Systems & flows	24 brands HealthTech portfolio	AI × Human Design philosophy
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02 EXPERIENCE

Senior Product Designer · Hamrah Aval (MCI) · Hamrah Academy / ino.school May 2025 - Present

K-12 learning ecosystem · 1M+ users · B2C + enterprise · AI-enabled learning

- Lead end-to-end product design across learning journeys, dashboards, onboarding, subscriptions, responsive web/mobile surfaces, and enterprise experiences - from problem framing and flows through validation, design QA, and iteration.
- Translate educational, behavioral, and AI requirements into information architecture, task flows, adaptive-learning patterns, exam-builder experiences, and clear interaction models for Gen Z and Gen Alpha learners.
- Established and scaled a token-based design system and reusable interaction patterns, strengthening consistency across products and improving design-engineering handoff.
- Use GA4, Microsoft Clarity, usability testing, 5-second testing, and A/B experimentation to identify friction and improve navigation, pricing, subscription, and conversion flows.
- Designed multi-role enterprise experiences for organizations, counselors, students, and parents, including bulk onboarding, subscriptions, quota management, payment/proforma flows, and learning-effectiveness visibility.
- Partner with Product, Engineering, Marketing, Content, Research, and leadership to frame ambiguous problems, evaluate trade-offs, and maintain quality from concept through implementation.

Senior UX Designer · Hitco Holding Sep 2024 - Present

Pharmaceutical & Digital Health · 24-brand enterprise portfolio

- Lead UX strategy and digital transformation across 24 pharmaceutical and healthcare brands, defining a coherent design language while preserving brand-level differentiation.
- Redesigned the group digital footprint across corporate sites, landing pages, content, and e-commerce; created reusable UX/UI standards for scalable rollout.
- Concepted AI-powered consultation and loyalty experiences that combine personalization, behavioral signals, and product logic with trust-centered interaction design.
- Bridge design and engineering on data-heavy internal tools and dashboards, including SQL-connected workflows and BPMS modernization.

Senior FinTech Innovation Lead · Informatics Services Corporation (ISC) · CXO at iFinC Accelerator 2021 - 2023

Banking infrastructure · FinTech innovation · Venture collaboration

- Led work across customer experience, open innovation, venture strategy, and ecosystem design, translating emerging technology opportunities into structured programs and product directions.
- Designed startup evaluation and acceleration frameworks and facilitated collaboration between corporate stakeholders, fintech partners, and startup teams.
- Directed brand and experience strategy for Innotechnic, a national AI-in-banking event, turning complex technology themes into clear narratives and stakeholder journeys.

03 FOUNDER & INDEPENDENT PRODUCT LEADERSHIP

Founder & Product Designer · UXIC Design + Independent Ventures

2020 - Present

AI product design · Cognitive UX · Futures thinking · Creative technology · 0-to-1

- Build and test product concepts at the intersection of AI, cognitive science, design, and emerging technology - from problem framing and value proposition through interaction models, prototypes, brand systems, and product storytelling.
- Lead AI-augmented design workflows using LLMs and generative tools for research synthesis, ideation, UX writing, design critique, prompt architecture, rapid prototyping, visual exploration, and quality-control systems.
- Designed Bramtide, an iOS social-energy product, across onboarding, check-ins, forecast concepts, privacy-aware friend sharing, widgets, subscription surfaces, design language, and character/motion systems.
- Explore future interaction models through concepts in AI fashion and virtual try-on, social gaming, virtual-number marketplaces, pharmaceutical VR, generative media, AI character systems, and interactive brand experiences.

Co-Founder & Creative Director · InnoDesign

Sep 2023 - Present

Digital products · Brand strategy · Multidisciplinary creative direction

- Lead creative direction and product-design delivery across multidisciplinary projects, connecting user experience, visual systems, brand strategy, and business goals.
- Own client discovery, scope, stakeholder alignment, cross-functional collaboration, and quality standards from concept through production.

04 CORE EXPERTISE

PRODUCT & SYSTEMS

Product strategy · discovery · 0-to-1 product building · information architecture · complex flows · interaction design · design systems · responsive design · enterprise/B2B/B2C UX · design QA

RESEARCH & EXPERIMENTATION

Qualitative research · usability testing · 5-second testing · heuristic evaluation · A/B experimentation · behavioral analytics · conversion/friction analysis · GA4 · Clarity · Hotjar

CRAFT & VISUAL SYSTEMS

High-fidelity UI · visual hierarchy · UX writing · accessibility · mobile-first design · motion design · Lottie/After Effects · brand systems · visual storytelling

AI & COGNITIVE DESIGN

AI product design · Human-AI Interaction · AI Experience Design (AIX) · agentic UX · prompt architecture · cognitive UX · behavioral design · trust, agency & uncertainty · AI-assisted research/prototyping

LEADERSHIP & STRATEGY

Cross-functional leadership · stakeholder facilitation · product management fluency · prioritization · workshop facilitation · founder mindset · business-design alignment · creative direction

TECHNICAL FLUENCY

Figma · FigJam · Adobe Creative Cloud · Notion · Jira · HTML/CSS/JavaScript · SQL · SwiftUI/SwiftData · Next.js · FastAPI · WordPress/Elementor · Cursor · AI-assisted development

05 SELECTED PRACTICE & THOUGHT LEADERSHIP

Concurrent design roles Lead UX Designer - Famori Studio (2018-Present) · Strategic UX Consultant - Aleph Team (2019-Present) · UX/UI Design Lead & PR Manager - Ghatre Charity (2021-Present) · Technical Support Manager & Exhibition Lead - Platform 101 (2018-Present)

Writing “Designing Under Fire: What War Taught Me About UX” (2026) - resilient design, cognitive states, and AI-augmented workflows. · “The Architect of Intelligence” (2025) - AI Experience Design, Human-AI Interaction, agency, and cognitive UX.

Selected exhibitions 4th NAVE Exhibition - Brasilia, 2025 · Geometry of Creation - Tehran, 2024 · The Wrong Biennale 6th Edition - Spain, 2023-24 · WEB3DC - Washington, DC, 2023 · FUBAR Glitch Art Festival - Zagreb, 2022 · Inner Refraction - Tehran, 2022.

06 EDUCATION, CREDENTIALS & LANGUAGES

EDUCATION

Master of Industrial Management - Islamic Azad University of Tehran
B.E., Mechanical Engineering - Shahrood University of Technology

LANGUAGES

Persian - Native · English - Professional Working Proficiency

SELECTED CREDENTIALS

User Experience Design - University of Cambridge (Online)
Enterprise Design Thinking Practitioner - IBM
Virtual Reality Specialization - Stanford University (Online)
Organizational Analysis - Stanford University (Online)
AI in UX/UI Design - Uxcel
UX/UI Design Pro - Hamrah Aval / MCI