

Hamid Ravan, product designer.

LONDON, UK · RIGHT TO WORK IN THE UK · MSC UX DESIGN, KINGSTON UNIVERSITY

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SUMMARY

Product designer with 6+ years shipping fintech, crypto, IoT and AI products end to end: a crypto NFT marketplace, a rewards hub, IoT monitoring dashboards for agriculture and weather, and a podcast streaming app. Comfortable owning problems from research through handoff, and pairing closely with PM and engineering.

EXPERIENCE

SEP 2024 - PRESENT

Freelance Product Designer

Self-employed · Remote

- End-to-end product design for freelance clients through an AI-accelerated workflow, using Figma Make, Claude and Lovable to speed up ideation, prototyping and iteration.
- Lead design and user research for an early-stage product built for a UK audience, using Claude and Perplexity to synthesise research and explore and validate concepts quickly.
- Advise a former product team as a UX consultant, helping them bring AI into their design workflow to improve speed and consistency.

SEP 2021 - SEP 2023

Product Designer

Wallex Exchange · Hybrid

- Led the end-to-end design of a cryptocurrency NFT marketplace, with high-fidelity prototypes aligned to technical and design specifications that sped up development readiness.
- Designed the Rewards Hub, applying gamification that reactivated about 22% of dormant users and increased repeat engagement.
- Ran in-depth usability testing on the onboarding flow and made data-driven improvements that significantly reduced drop-off.
- Partnered with cross-functional teams to align design with business goals, building mobile-first solutions in Figma for smooth delivery and consistent implementation.

DEC 2020 - SEP 2021

Product Designer

IroTeam · On-site

- Designed IoT smart-monitoring dashboards for agriculture and weather, turning raw real-time data into clear, actionable visualisations.
- Reworked the rule-creation workflow, reducing complexity by 40% and making it easier for older and non-technical users.
- Built and maintained a unified design system that reduced inconsistencies and improved design-to-development handoff.

AUG 2018 - DEC 2020

UI/UX Designer

ZTech Team · On-site

- Designed an interactive penalty mini-game for a football prediction app, combining motion design, gamification and reward loops to drive engagement.
- Led the UX redesign of a podcast streaming app, improving navigation clarity and increasing subscription conversions.
- Grew from motion design (After Effects) into UI and then UX, building a foundation across the full visual-to-interaction range.
- Produced motion graphics and social media assets for the podcast app to support marketing and user acquisition.

EDUCATION

SEP 2023 - SEP 2024

MSc User Experience Design

Kingston University · London, UK

- Thesis: an AI assistant for Figma. Applied design thinking to metacognitive user behaviour, with auto-rewriting, accessibility checks and automated component building.
- Forge: a challenge-based self-improvement app designed with Lean UX and behavioural design.
- Second Brain: a concept that integrates AI with the "Second Brain" method for personal knowledge management and note-taking.

SEP 2017 - JUL 2022

BSc Computer Engineering

University of Science and Culture · Tehran, Iran

SKILLS

PRODUCT & UX

Design thinking, user-centred design, end-to-end flows, information architecture, wireframing, interactive prototyping, responsive and mobile-first design, design systems, micro-interactions, accessibility (WCAG)

RESEARCH

Usability testing, heuristic evaluation, journey mapping, A/B testing, qualitative and quantitative research

COLLABORATION

Cross-functional teamwork, stakeholder management, design-to-development handoff, Agile and Jira workflows

TOOLS

Figma (advanced), FigJam, Framer, Adobe XD, Photoshop, Illustrator, After Effects, Miro, Jira

AI TOOLS

Figma Make, Claude, Lovable, Perplexity, Midjourney