



MAHTAB HAMZEHLΟΥY

Amsterdam

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PRODUCT DESIGNER

A product designer who simplifies complex digital products through systems thinking, behavioral insight, and evidence-based decisions.

I bring 5+ years of designing digital products at scale, including search and listings for a 50M-user platform, and a background in architecture. I specialize in making complex, multi-stakeholder products feel simple: building design systems and style guides, working closely with PM and engineering, and using research and data to decide what to build and what to cut.

PROFESSIONAL EXPERIENCE

Senior Workplace Service and UX Designer | BimeBazar

Jan 2025 - Jan 2026 | Tehran, Iran

Online insurance marketplace.

- Built the Workplace Experience function from scratch as the company grew from 200 to 500 employees.
- Mapped employee journeys across physical and digital touchpoints and turned friction points into service blueprints.
- Redesigned the meeting-room booking flow, cutting meeting interruptions by 23%.

Senior Product Designer | Melkino

Jun 2024 - Jan 2025 | Tehran, Iran

B2B platform for real-estate agents. Pre-launch, in incubation.

- Joined as the first product designer and audited the existing build to scope a viable first launch.
- Repositioned the product from marketplace to SaaS: removed the consumer-facing side, cut the chat feature, and moved features engineering wasn't ready for to the backlog.
- Owned the UI style guide and core user flows end-to-end, giving the team its first single source of truth, and helped the startup advance to the next phase of incubation.
- Mentored a mid-level designer.

Senior Product Designer | GSM

Dec 2023 - Jun 2024 | Tehran, Iran

Mobile-tech media brand expanding into an e-commerce marketplace.

- Designed the marketplace MVP from scratch, translating market research and behavioral data into user flows and testable prototypes.
- Redesigned the product detail page, lifting engagement by 16%.
- Simplified the product listing page to reduce cognitive load and make products easier to find and read.
- Laid the foundation for the design system, creating shared components for consistency as the product

UX Designer | Divar

Sep 2021 - Dec 2023 | Tehran, Iran

Iran’s largest classifieds platform, comparable to Marktplaats, with 50M+ users.

- Owned UX for Real Estate listings and search across Android and web, working with PM and engineering in agile cycles to shape OKRs, frame problems and test solutions.
- Cut duplicate real-estate ads from 10% to 4% and scaled video-enabled listings from 50 to 3,000.
- Contributed to a lightweight in-app flagging flow that turned everyday browsing into a fraud-detection signal, collecting user feedback on ~4% of listings.
- Co-led the UX community, growing its channel from 600 to 1,700 followers in four months.

Head of Design | Tehran Urban Innovation Center [TUIC]

Aug 2019 - Apr 2021 | Tehran, Iran

Solely designed the Circular Collection of Cases, a web product turning a 97-variable urban workshop method into an interactive research tool. Co-led R&D for pilot MVPs and mentored designers.

Architect, Grøning Arkitekter

Mar 2018 - Mar 2019 | Copenhagen, Denmark

Designed the urban experience for commissioned projects, including the Sluseholmen Syd waterfront, shaping how people move through and use public space. Mentored two interns.

Architectural Intern, Schmidt Hammer Lassen Architects

Feb 2016 - Jul 2016 | Copenhagen, Denmark

Contributed to the realization of Hästen 21 in Stockholm, including the design of its public-space experience.

EDUCATION

Aarhus School of Architecture

Master of Arts in Architecture, Class of 2017

University of Tehran, College of Fine Arts

Bachelor of Science in Architecture, Class of 2014

SKILLS

Product/ UX/ UI design	Service design	Behavioral design
UX research	Figma	SQL for data-informed thinking
Prototyping + testing	Design Systems	AI-assisted design tooling
Agile development	Stakeholder Management	

LANGUAGES

English: C1 | Dutch: A1 (ongoing) | Danish: B2 | French: A2 | Persian: Native | Kurdish: Native

INTERESTS

Finding patterns in behavior | Identifying plants in nature | Contemplating on art |
Discovering gems in music | Eating with loved ones