

Alborz Heydaryan

Senior AI Product Designer

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Summary

Senior AI Product Designer with 13+ years creating human-centered web and mobile products. Specialized in AI-integrated workflows, interaction design, and scalable design systems for B2B, B2C, and SaaS. Experienced in leading cross-functional teams and mentoring designers.

Experience

Senior AI Product Designer (Full time) @ Crowdbotics

US (Remote), Mar 2023 – Current, Remote full-time

- Designed interfaces that surface **AI-powered insights** across developer, architect, and business layers, making legacy code intelligible and actionable.
- Translated AI system outputs into intuitive workflows for requirement capture, architecture, and specs, sequencing insights with engineers to maximize early value.
- Optimized user paths for developers, architects, and business analysts by tailoring designs to distinct technical skill levels.
- Contributed to **system prompt design**, accounting for LLM constraints such as token limits, context windows, and output reliability.

Senior Product Designer (Full time) @ Borneo

Singapore (Remote), Dec 2021 – Jan 2023, Remote full-time

- Led the end-to-end redesign of the Borneo platform as the first senior designer, running **customer interviews and usability testing** to validate workflows and drive product adoption.
- Designed and shipped a **Slack integration for Borneo's AI-powered security tool**, enabling real-time detection of suspicious activity across communication channels. The integration delivered alerts directly in Slack with **actionable response suggestions** for security teams, reducing response time to threats.
- Partnered with the CEO and PMs to build **high-fidelity prototypes** that addressed top customer pain points, accelerating validation cycles and de-risking development.
- Created and maintained a **scalable design system in Figma**, documented in Confluence to streamline developer onboarding and ensure consistency across product features.

Senior Product Designer (Contract) @ Unit21

San Francisco (Remote), Apr 2021 – Dec 2021

- Re-designed the Unit21 platform as the first designer on the team, laying the foundation for consistent, user-friendly financial crime detection tools.
- Built a **design system in Figma and Storybook** and documented workflows in a Notion design wiki to accelerate onboarding for front-end developers and new designers, while standardizing collaboration with PMs and engineers.
- Partnered with customer success and sales teams to uncover friction in **customer onboarding steps**, redesigning flows that reduced time-to-setup and improved adoption across enterprise banking clients.
- Collaborated with PMs and engineers to **translate fraud-detection requirements into consistent UI**

patterns, delivering workflows that helped compliance teams review suspicious transactions faster and more accurately.

- Designed a **workflow builder for Financial Crime Units** that enabled banks and fintechs to create custom detection rules, improving their ability to identify emerging fraud patterns.

Senior Product Designer (Full time) @ App Annie

San Francisco (Remote), Sep 2019 – April 2021

- Led design of Ascend, a new product built from the ground up; designed all workflows and earned an internal MVP award.
- Created design system foundations and drove user-centric workflows for analytics products.

Senior Product Designer (Contract) @ AltumView

Vancouver, BC, Jul 2018 – Aug 2019

- Designed a mobile app that enabled caregivers to monitor elderly well-being with privacy-focused monitoring and real-time incident alerts.
- Built an intuitive onboarding flow for users of all ages and technical backgrounds.

Lead Product Designer (Full time) @ PocketSocial Inc - Vancouver, BC, Jun 2016 – Jul 2018

Product Designer (Contract) @ Two Tall Totems (TTT) - Vancouver, BC, Jan 2015 – Mar 2016

UI UX Designer (Full time) @ ScopeMedia - Vancouver, BC, Jul 2013 – Dec 2014

UI UX Designer (Freelance) @ Moozx Ventures - Vancouver, BC, Dec 2012 – Aug 2013

Skills

- Design: Figma, Prototyping, Design Systems, UX/UI, Responsive Web & Mobile
- Research: User Interviews, Usability Testing, Workflow Validation
- AI Product Design: Human-centered AI UX, Prompt Design, LLM Constraints (token limits, context windows), AI-integrated Workflows, Explainability & Trust in AI
- Collaboration: Cross-functional with PMs, Engineers, and AI Researchers; Agile/Waterfall

Independent Projects & Initiatives

- Founded *Seymour Support*, a nonprofit supporting Vancouver's homeless community.
- Designed and launched an iOS app independently, managing full lifecycle.
- Mentored junior designers transitioning into full-time design roles.

Education

B.A. (Hons) - Industrial Product Design

Limkokwing University of Creative Technology, 2007 - 2012