

Ehsan Madadi Garjan

Senior Product Experience Designer · HMI, Intelligent Hardware & AI Prototyping

Recognised by the UK as an Exceptional Talent in Digital Technology

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Senior product experience designer for the interfaces people actually touch: the controls and displays built into hardware. At Dyson I shape HMI across Environmental Care, Hair Care and Beauty, including the new HushJet and Find+Follow ranges. A software engineering background draws me to hard constraints: one dial, three seconds, no manual.

TIME Award Best Inventions 2025, HushJet Compact	2.4M MyDyson app users, 4.5-star rating	39 global teams on my design system	40+ product libraries on one token system	5 Dyson launches shipping my HMI	Patent Named designer, HushJet Mini Cool Fan
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EXPERIENCE

Dyson

Malmesbury, UK · Apr 2022 – Present

Senior Product Experience Designer, HMI

Dec 2024 – Present

- Shape the **end-to-end machine experience** for Environmental Care, Hair Care and Beauty: product flows, machine behaviour, out-of-box experience and on-board graphics.
- Work at the heart of Dyson's innovation team in **New Product Innovation (NPI)**, defining future Environmental Care and Beauty experiences.
- Designed the HMI for five products in Dyson's new HushJet and Find+Follow lines, from concept to launch:

HushJet Pure Hot + Cool · Dyson's most powerful 3-in-1, unveiled at IFA 2026	Dec 2026
HushJet Big+Quiet Cool Pure+ Formaldehyde · large-space purifier, unveiled at IFA 2026	Sep 2026
Find+Follow Purifier Cool · first Dyson fan using on-device AI vision to follow people	Apr 2026
HushJet Mini Cool Fan · Dyson's first portable fan; sold out within hours of launch	Apr 2026
HushJet Purifier Compact · Dyson's first desktop purifier; TIME Best Inventions 2025 , special mention	Sep 2025

- Initiated and built Dyson's HMI design system for screen products across Home and Beauty.
- Build AI-made, working prototypes daily with **Figma Make, Figma MCP and GitHub Copilot** for user testing and reviews with the C-suite and James Dyson.
- UI animations for Floor Care (Singapore team) and Hair Care: user guidance, maintenance flows and product UI.
- Line manager** to a designer; mentoring graduate designers and Dyson Institute students since joining.
- Principal icon contributor at Dyson** across all categories, physical and digital; go-to for icon and UI ideas across the team.

Senior Product Experience Designer, Design Systems

Aug 2022 – Dec 2024

- Drove the MyDyson design system (80 core components, iOS, Android and WeChat), adopted by **39 teams** across the UK, Poland, Singapore and Malaysia.
- Components used **187K+ times a year**, cutting development time by 40%; 70% of Environmental Care and Robotics design runs on it.
- App reached **2.4M active users** at 4.5 stars, with its UI praised by MKBHD, Mashable, TechRadar and Yanko Design.

Senior User Interface Designer

Apr 2022 – Aug 2022

- Designed the in-app experience for two future Environmental Care products, defining how users control the machines from the app.

AWARDS

UK Exceptional Talent

Exceptional Talent, Recognised Leader in Digital Technology

Design Patent

Named designer, Dyson HushJet Mini Cool Fan

SKILLS

HMI (Human-Machine Interface)
Hardware + App Experience
Design Systems & Tokens
Interaction Design
AI Prototyping & MCP
Workflows
UI & Visual Design
User Research & Interviews
Usability Testing
Data-Driven Design
User Flows & Journey Mapping
Responsive Design

TOOLS

Figma
Figma Make
Figma MCP
GitHub Copilot
ProtoPie
Sketch
Adobe Creative Suite
Jira

LANGUAGES

English
Persian
Azeri

Ehsan Madadi

EXPERIENCE

SnapCyte

Vancouver, Remote · Nov 2020 – Feb 2022

Product Design Lead (part-time)

AI-based apps for fast, low-cost assessment of cell culture growth in life-science research.

- Led design of an AI cell-analysis app that helped secure **\$1M angel investment and a \$750K CIHR grant**.
- Cut analysis time from 24 hours to under 5 minutes and experiment costs by up to 90%; now used by universities in the UK, US, Canada, Denmark and Italy.
- Delivered a working high-fidelity prototype in 6 weeks, working directly with the CEO and CTO on market fit.
- Built a flexible design system that scales across international research labs and settings.

Snapp

Tehran · Nov 2019 – Mar 2022

Ride-hailing super app with 2M daily rides and 40M+ users.

Senior Product Designer, Design Systems

May 2021 – Mar 2022

- Restructured and redesigned the Snapp super app and its home screen for 3M+ daily active users: **+20% engagement**, +12% CTR per service, +30% key feature adoption and +1.2% group GMV.
- Established and ran Snapp's design system, aligning 4+ ventures with Android, iOS and front-end teams, and led the team's migration from Sketch to Figma.
- Designed the Credit Service so passengers pay without topping up a wallet: **+8% rides**, 53% adoption and wider basket variety.
- Redesigned the driver digital sign-up web app around usability and clearer navigation, enabling sign-up in under one minute.
- Mentored junior designers, interviewed candidates and led design sprints for 6+ cross-functional teams, including driver services and fintech.

Product Designer

Nov 2019 – May 2021

- Designed the driver Performance Report, giving drivers data-driven insight into performance and fuel use; defined strategy and information architecture with stakeholders.
- Designed the Snapp Ventures, Snapp Corporate and Digital Sign-up landing pages with the design director, PMs and engineers.

Authin

Tehran · Mar 2018 – Nov 2019

Product Designer · Enterprise Identity as a Service

- Defined the visual language and UI kit for web and mobile, partnered with engineering on implementation, and produced product videos and keynotes.

Earlier roles

Sadad Informatics · Product Designer, mobile redesign grew users from 600K to 2M Mar 2017 – Mar 2018

TapFood · Product Designer, sole designer from strategy to brand Oct 2016 – May 2017

Freelance · UI/UX and brand identity for varied clients May 2015 – Oct 2016

EDUCATION

BEng, Software Engineering

Imam Khomeini International University

Interaction Design Foundation

UX coursework, 2020

CERTIFICATIONS

Enterprise Design Thinking: Team Essentials for AI
IBM

Enterprise Design Thinking Practitioner
IBM

Design Thinking: The Ultimate Guide
Interaction Design Foundation

User Experience: The Beginner's Guide
Interaction Design Foundation

Agile Software Development

PRESS

TIME, Forbes, The Verge, TechRadar, T3, Tom's Guide, MKBHD, Mashable, Yanko Design

PORTFOLIO

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