Ziya Danishmend

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I'm a UX design lead and innovation strategist who works at the intersection of AI and human-centered design.

I see massive opportunity in this changing world to help organizations create products and services that foster progress, wellbeing, and meaningful impact for people and society.

discovery +

hypothesis +

experimentation

= insight

Discovery leads to hypotheses, tested through rapid experiments.

AI accelerates each step, turning ideas into insights that guide design with clarity and creativity.

Since 2018 AI has become a cornerstone of my design practice—reshaping how I work, how my teams collaborate, and how organizations innovate. I use AI as a creative partner to uncover insights, ideate, and rapidly prototype, turning discovery into products shaped by research and informed by human-centered intent.

1 Design for Dialogue, Not Dependence

Build AI products that encourage human agency, not passive reliance.

2 Show the Machine Behind the Magic

Build for trust. Make AI's logic visible and explainable.

3 People Over Performance

Prioritize human values over technical optimization

4 Bias In, Bias Out

Recognize and address bias at every stage

My AI-Augmented Workflow

Stage	Discovery	Ideation	Sketch/Design	Prototype (low/high fidelity)	Iteration (testing and feedback)
Goals	Frame the problem, understand users, generate initial concepts	Generate solution directions, early design ideas	Structure content and flows, validate logic	Move ideas into tangible testable designs	Validate assumptions with real users
Best uses	• Research synthesis: Summarize academic papers, competitive analyses, or stakeholder interviews. • Persona generation: Use AI to create draft personas from real data (surveys, CRM, analytics). • Problem framing: Explore different 'how might we' angles.	• Workshop synthesis/stakeholders, SMEs, users. • Brainstorming flows: Generate multiple versions of a user flow or interaction model. • Sketching UI ideas: Convert text descriptions into rough wireframes or visual sketches. • Naming / content ideation: Quickly produce brand language, microcopy, or naming directions.	• IA suggestions: Cluster content into logical categories. • Flow validation: Ask AI to stress-test a flow ("What happens if the user cancels at step 3?"). • Accessibility checks: Flag jargon, readability, or WCAG issues in early copy.	• Wireframe → mockup: AI converts sketches to Figma layouts. • Auto-populate with realistic data: Generate diverse user names, photos, text blocks. • Design variations: Rapidly explore visual themes.	• Script drafting: Generate unbiased usability test scripts. • Automated analysis: Summarize transcripts and find pain points. • Sentiment analysis: Extract emotional tone from feedback.
The Tools I Use	NotebookLM · Gemini · ChatGPT · Google (SGE) · Claude	NotebookLM · Claude · ChatGPT	Figma Make	Figma Make · Glide · Builder.IO	Otter.ai / Grain AI · NotebookLM
Sample Prompts	_(sample prompt text)_	_(sample prompt text)_	_(sample prompt text)_	_(sample prompt text)_	_(sample prompt text)_
Outputs	Opportunity areas, trend analysis, market analysis, competitive audit, pain point analysis, business models, user personas, journey maps, usability research summaries, design pattern libraries, user behavior insights.	Interaction concepts, user flow alternatives, micro-interaction ideas, information architecture options, PRD, user scenarios, creative brief.	Wireframes, user flow diagrams, content blocking/business modeling, layout explorations.	Mid-fi prototypes, multiple style variations, auto-filled sample data, usability testing demos, stakeholder presentation materials, developer handoff specs.	Test plans, heatmaps & path analysis, thematic summaries of feedback.

Caveat: these are low-cost/no-cost tools that I use to test/demonstrate with a specific target audience. For larger studies and feedback there are enterprise level platforms like DScout which I highly recommend.

Case Studies Overview

People
Design Lead

- #1 App Store designed AI-powered news app in 12 weeks.
- 86M subscribers,
- 45% daily active users.

THE WALL STREET JOURNAL WSJ
UX Lead

- 17% Revenue Growth
- Modernized experience for 4.6M subscribers
- Reduced churn 12%, attracted younger audience.

OLIVER WYMAN
Innovation Studio Design Lead

- $8M New Business
- Facilitated 20+ C-suite workshops.
- Transformed consulting with design thinking.

GSK
Global UX Lead

- 30% faster marketing & product development.
- Trained design thinking across multiple markets.

arcadia
Creator

- $25M+ Revenue Generated
- AI-powered customer insight platform.
- Transformed research into opportunity maps.

KEURIG
UX Lead

- 33% Engagement Lift
- Flavor recommendations for 200+ products.
- Increased cart size by 18%.

TD Ameritrade
UX Lead

- $11M Contract
- AI Chatbot - built Alvi, Watson-powered investment advisor.
- Personalized education for millions of investors.

Nike
UX Lead

- Delivered a prototype that enhanced in-store experience and reached Nike's global innovation team.

People

AI Powered Mobile App

#1 in the App Store on launch

I was the UX and design lead on a small team of 5 charged by our CEO to create this app in 12 weeks.

Opportunity: Compete with TikTok and Instagram for user attention while reinventing news reading for People magazine's **98M subscribers**

Action: Designed revolutionary mobile experience featuring AI-powered "rabbit holes" concept while preserving editorial integrity

Result: **#1 in the Apple app store for magazines and publishing**
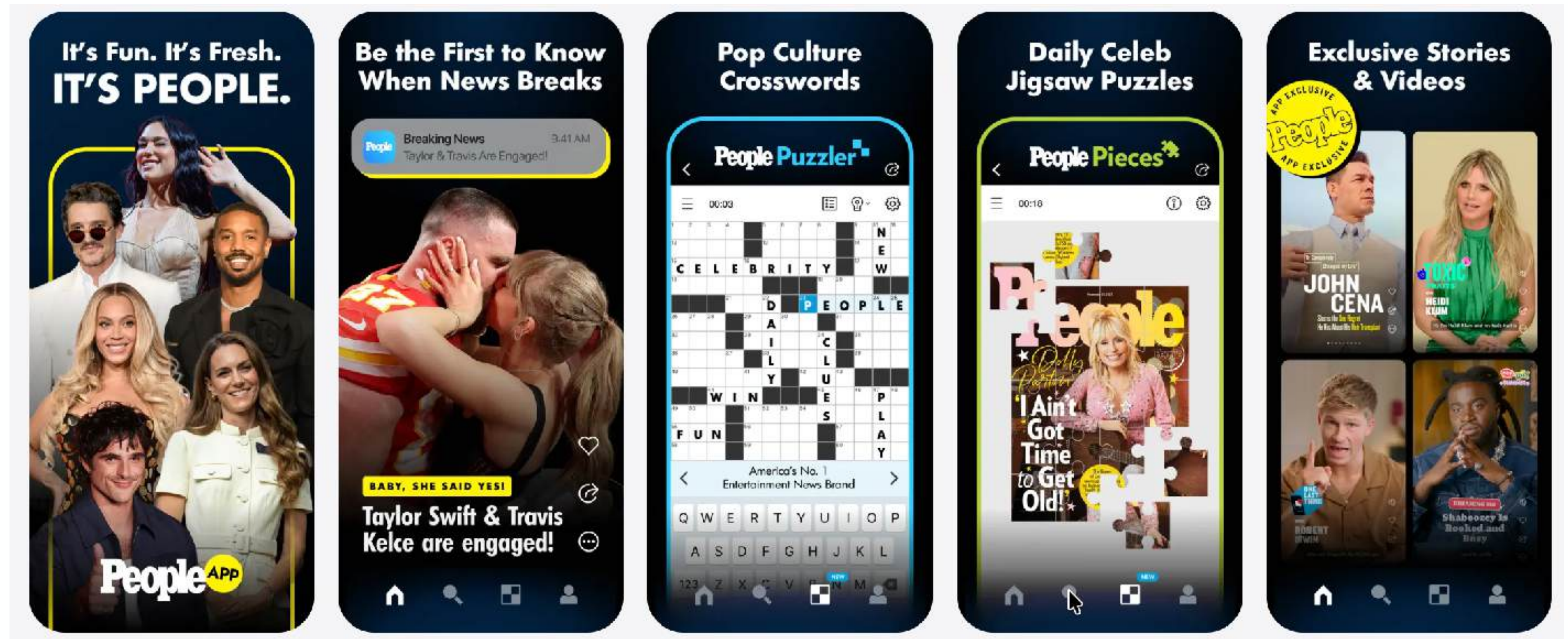
People

AI Powered Mobile App

AI was my tool of choice to make sense of the research and iterate our designs and prototypes faster.

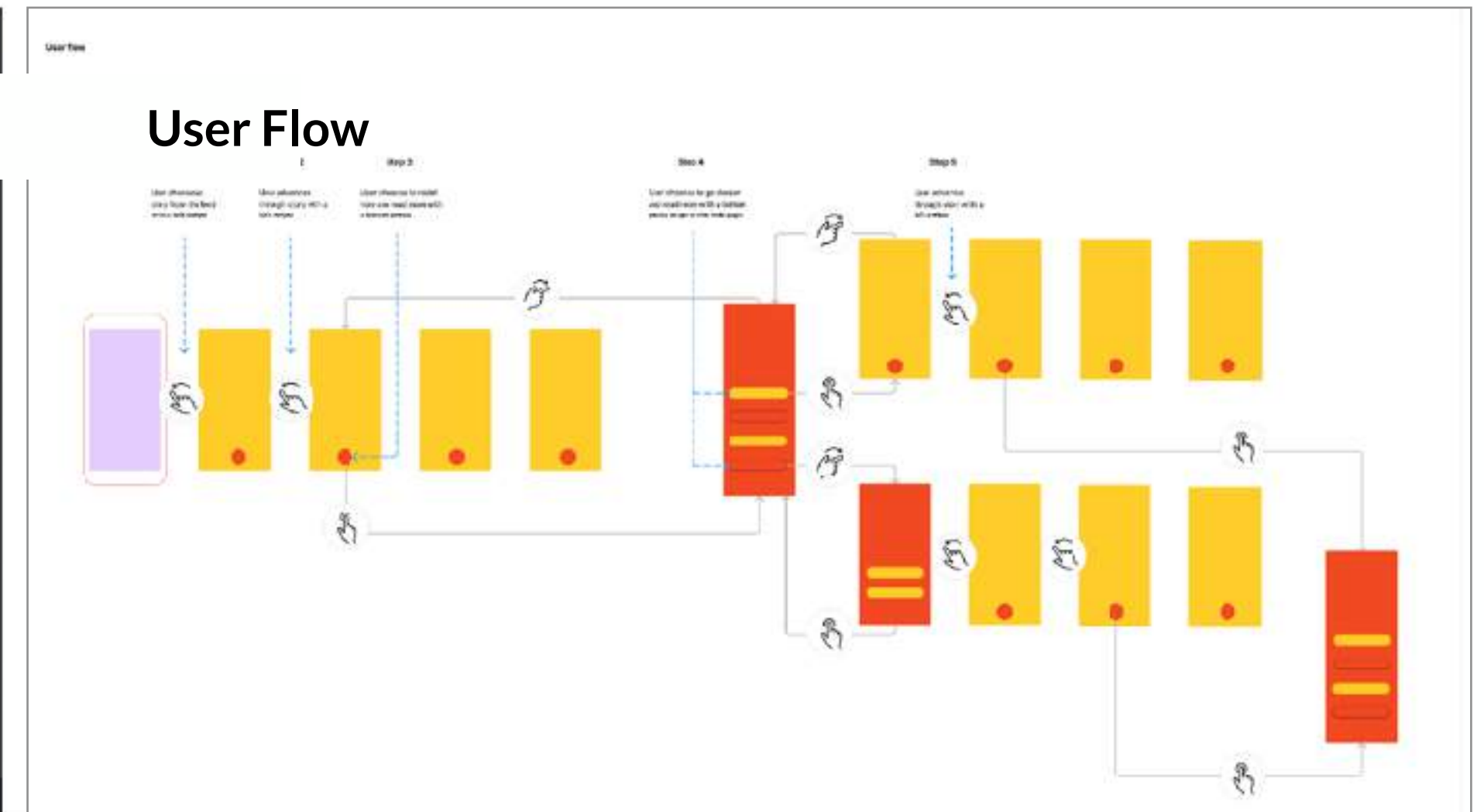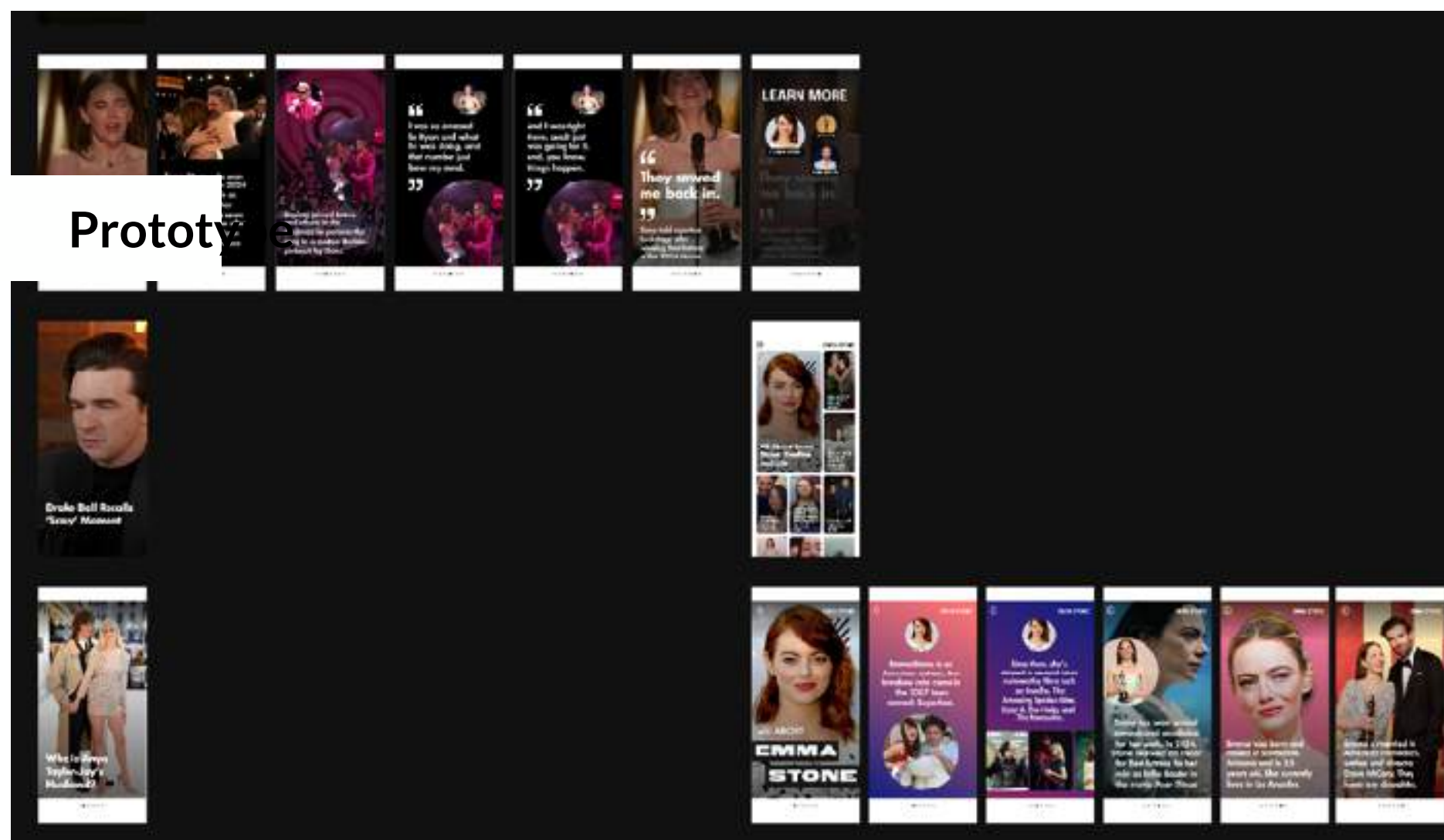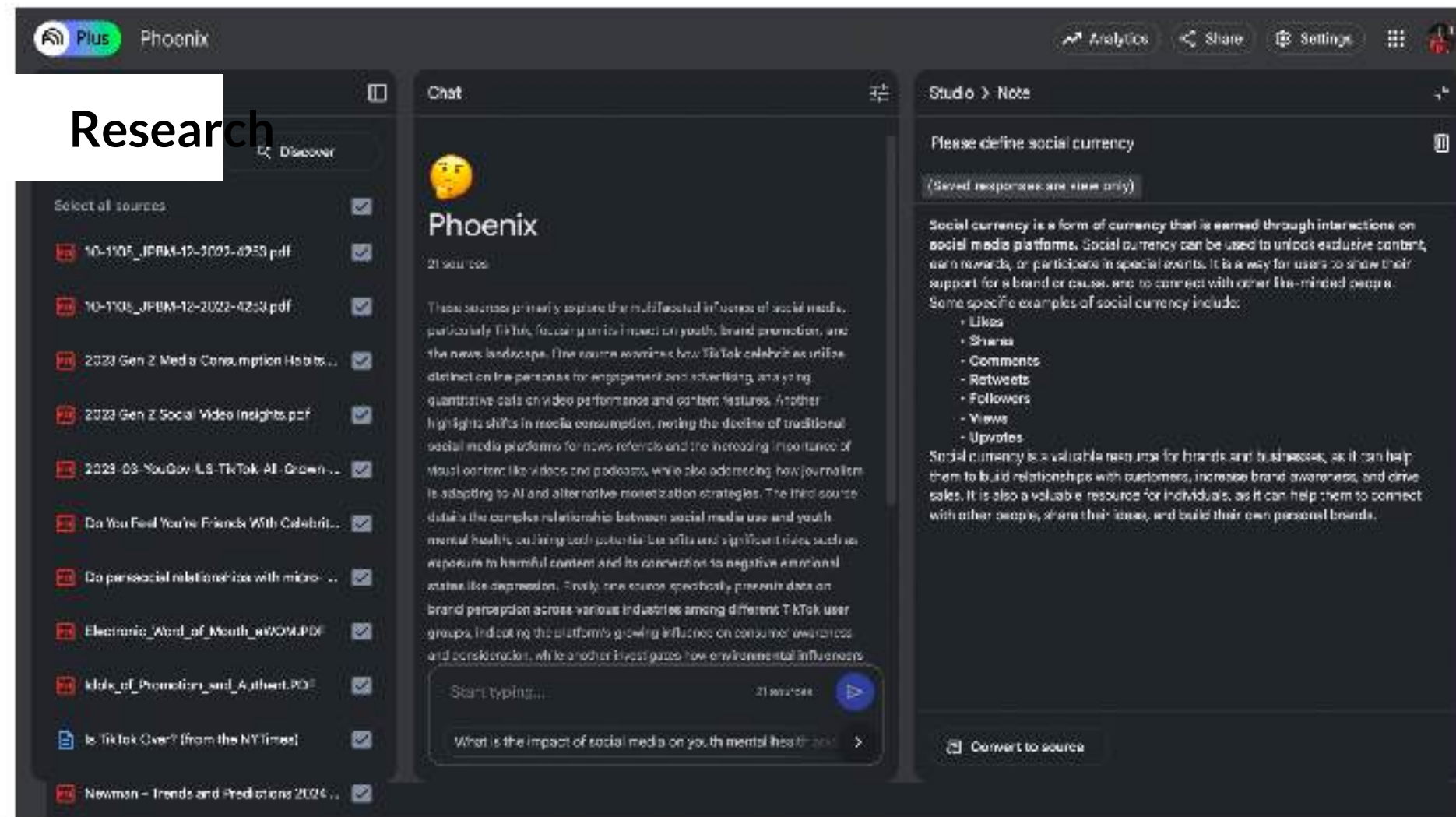**Faster Insights:** My primary research tools, alongside ChatGPT and Perplexity, included NotebookLM, which I used to synthesize, query, and make sense of complex research. AI enabled faster iteration across user flows, sketches, and prototypes.

Research

User Flow

Prototype

Sketching
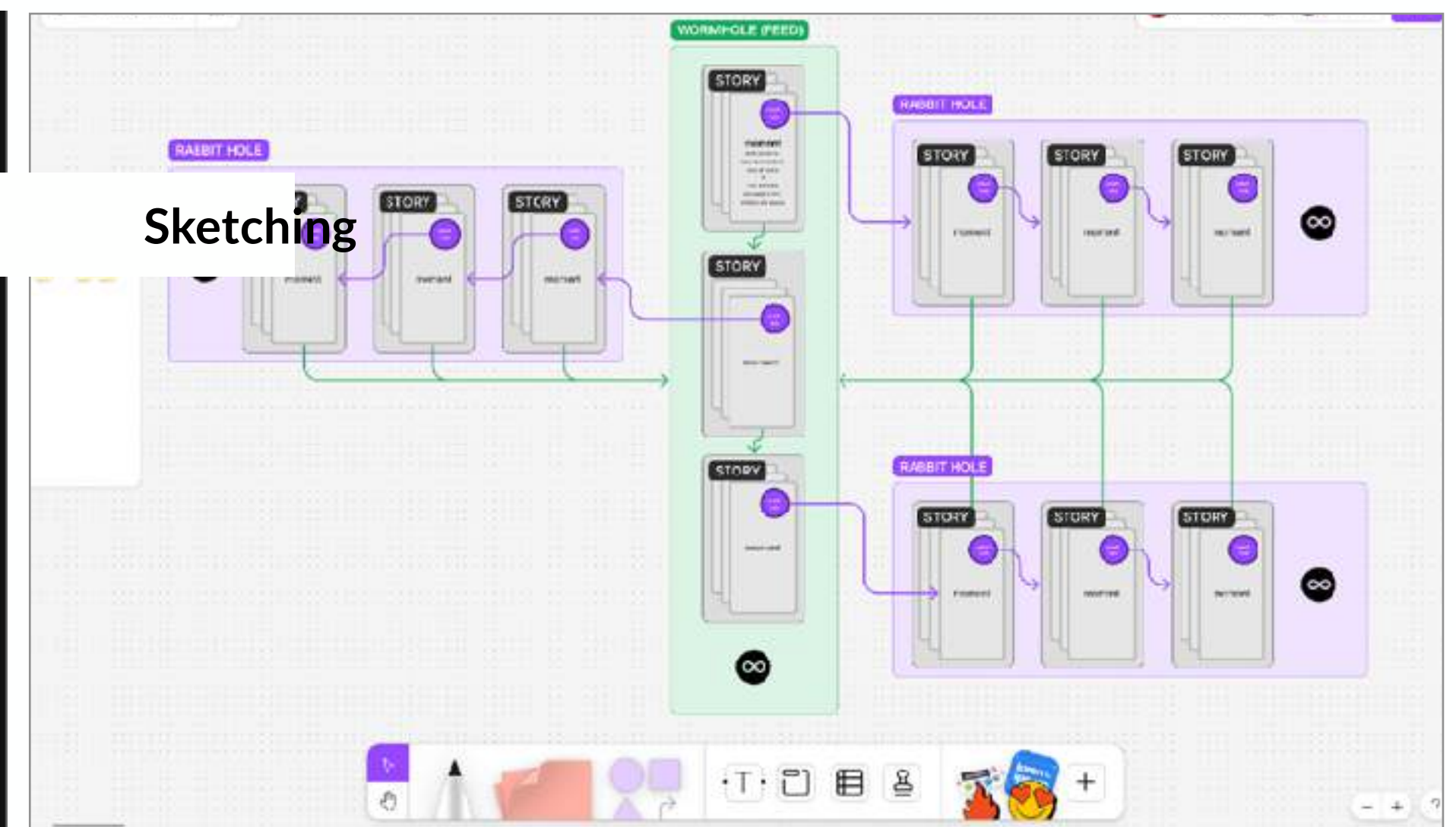
WSJ Re-Design

Evolution 2.0

Contemporary Innovation

Reframe

UX lead.
Reimagined the WSJ to attract a younger audience while respecting the tradition of the brand.

Opportunity: Address aging demographic issue for WSJ's 3.17M digital subscriber base

Action: Led multiple design teams through research-driven engagement strategies and experience redesign

Result: Used redesign learnings to impact newsletter subscription rates by 17% while attracting younger audience segments
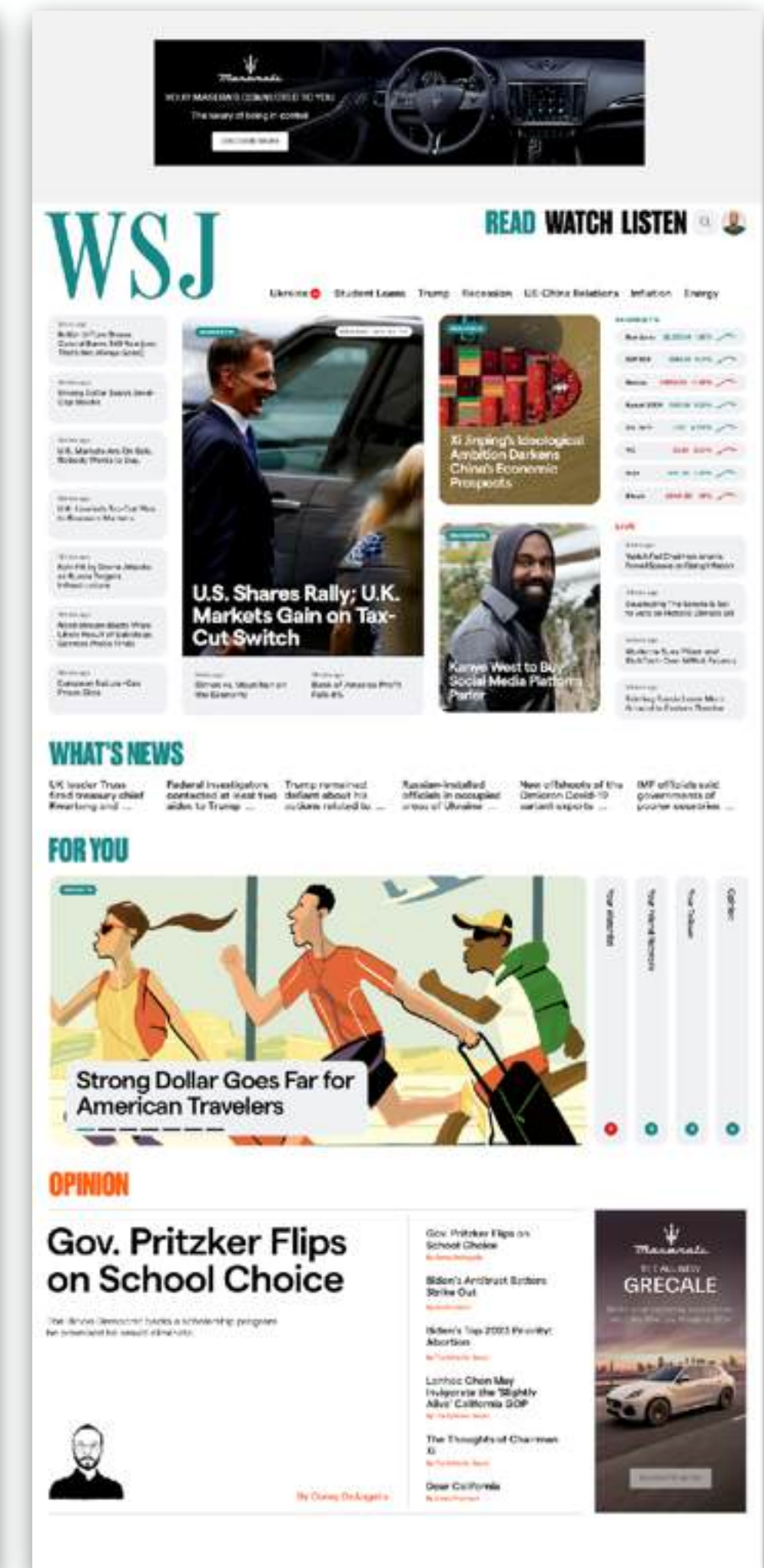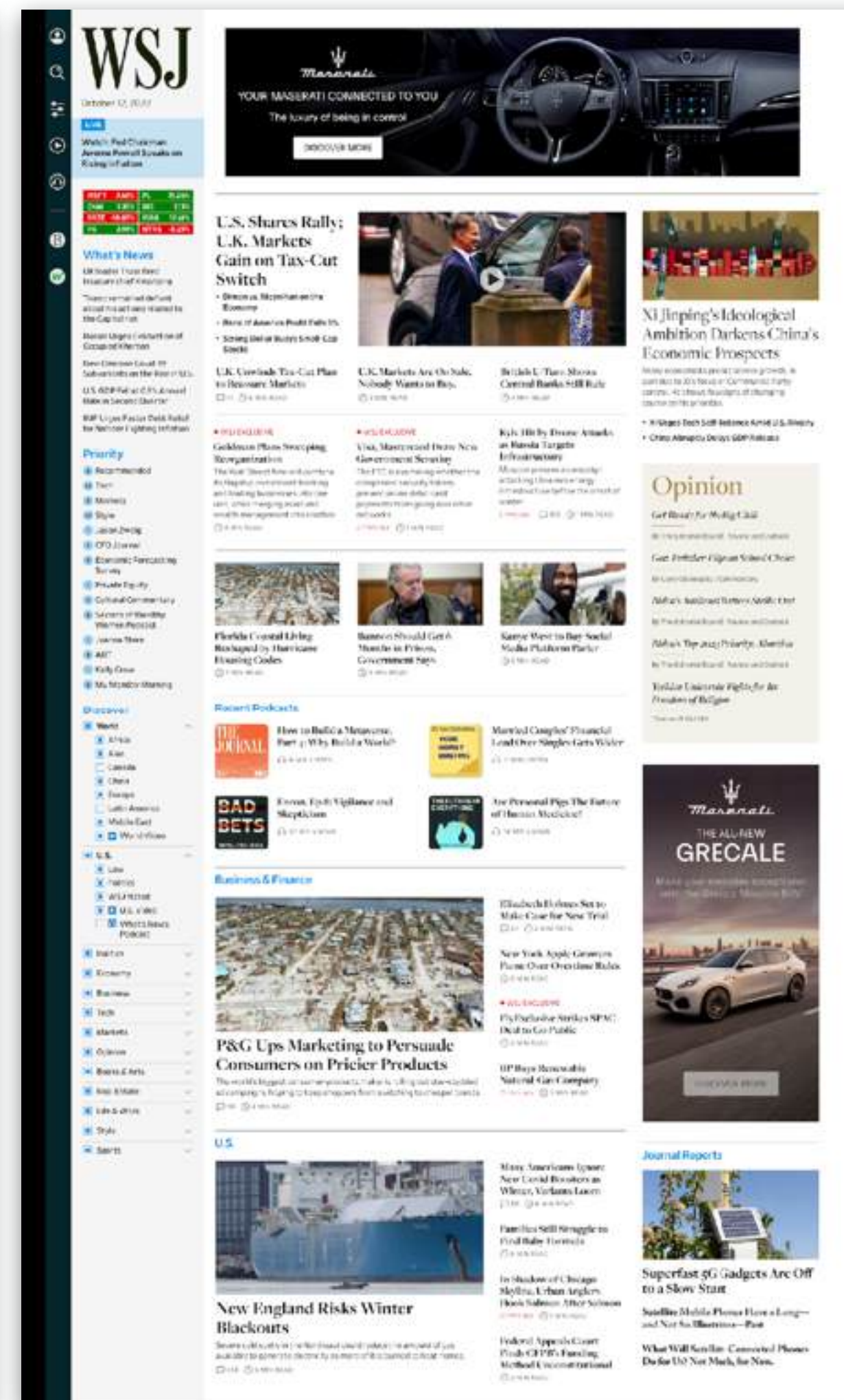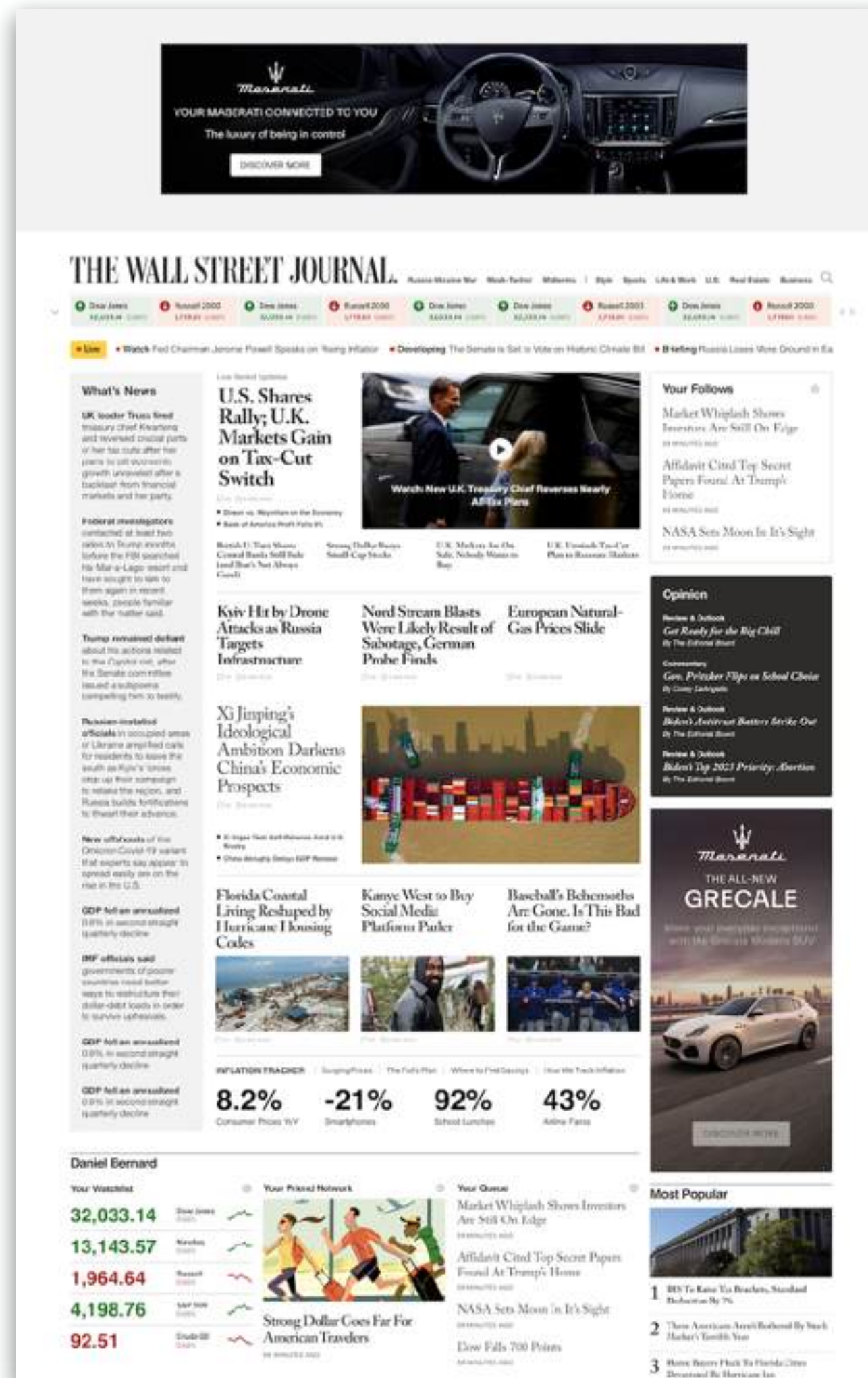
WSJ Newsroom Tools

UX lead. Newsroom tools for our 1,400 journalists were at the heart of establishing trust with our readers.

Opportunity: Modernize tools for 1,400 journalists without compromising editorial quality

Action: Enhanced workflow efficiencies while preserving brand trust and heritage

Result: Improved content creation process while reinforcing WSJ's reputation for journalistic excellence
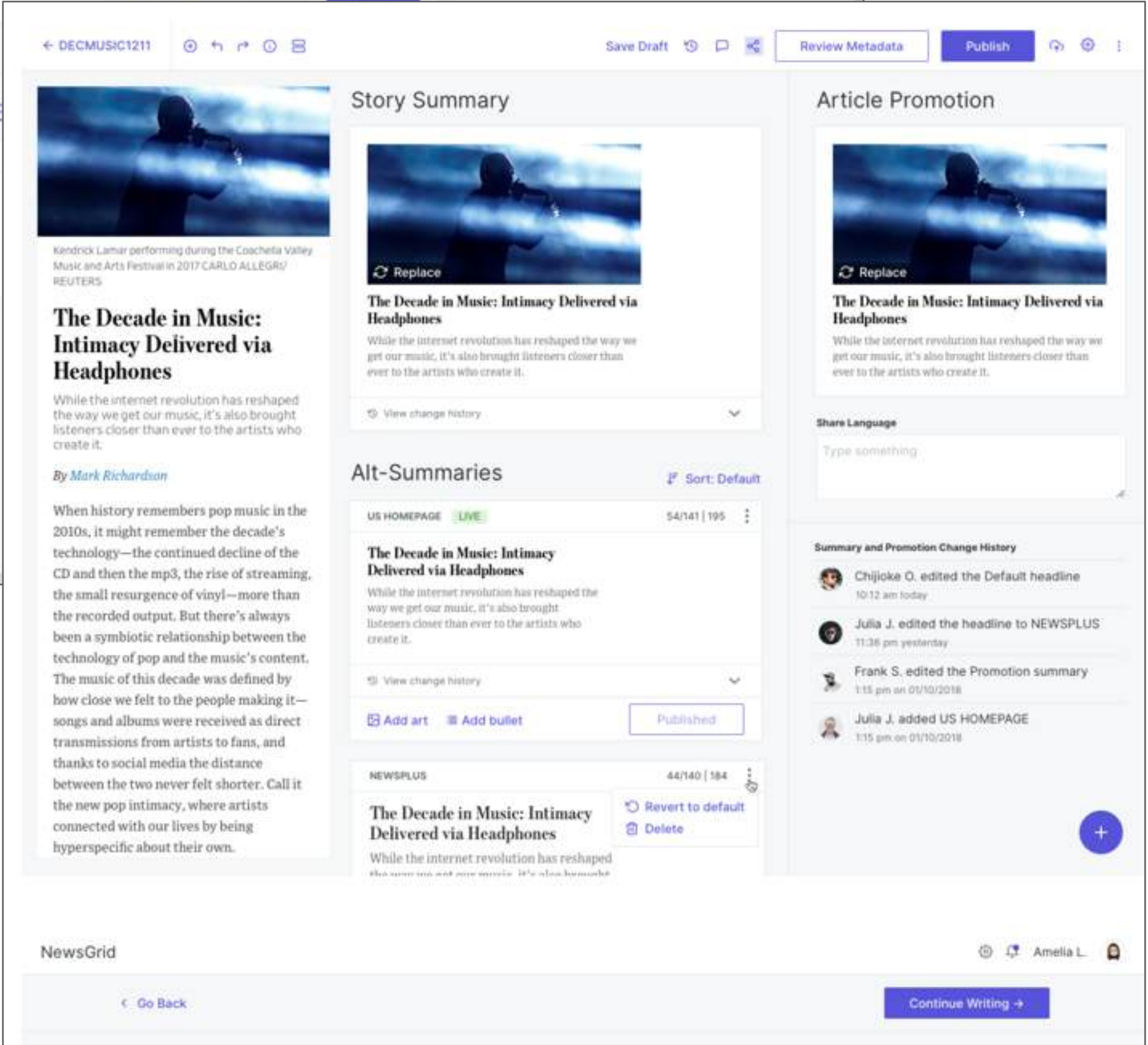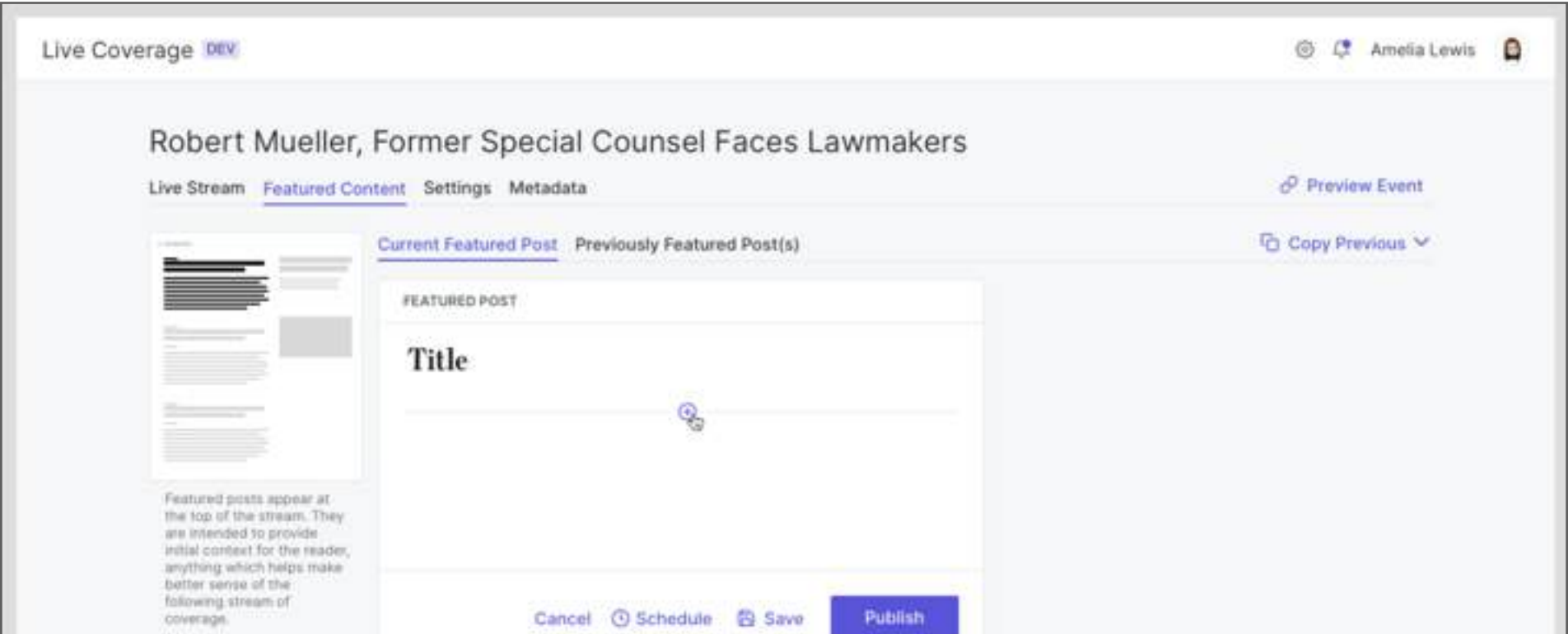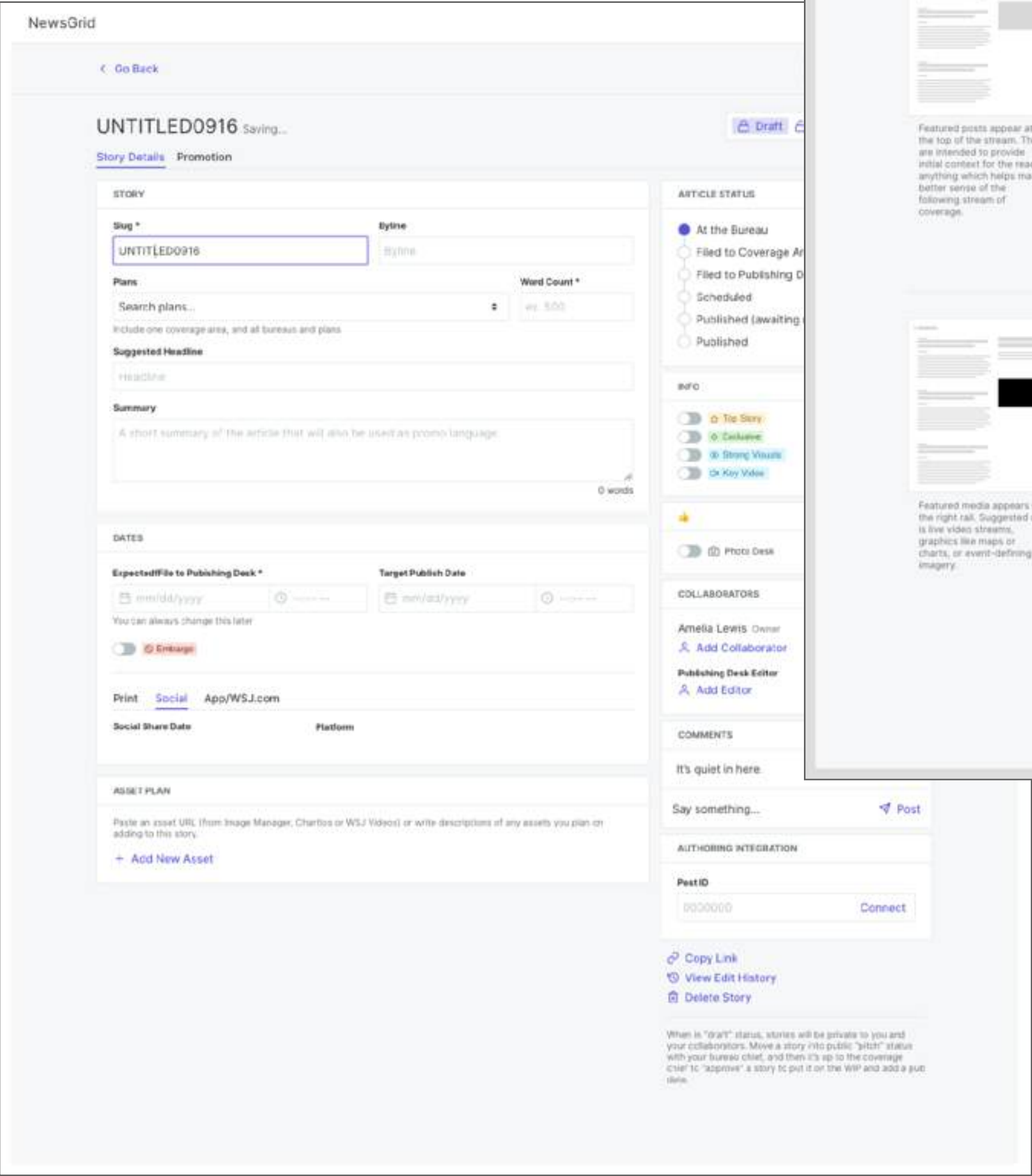
WSJ Trust Module

Trust in the news was at an all time low. As UX lead I researched, designed and prototyped a new trust module.

Opportunity: Address declining trust in media within digital reading experience

Action: Developed trust indicator system based on academic research enhancing byline transparency

Result: Research revealed strengthened reader confidence and connection to content creators

Trust Module Closed

Trust Module Open
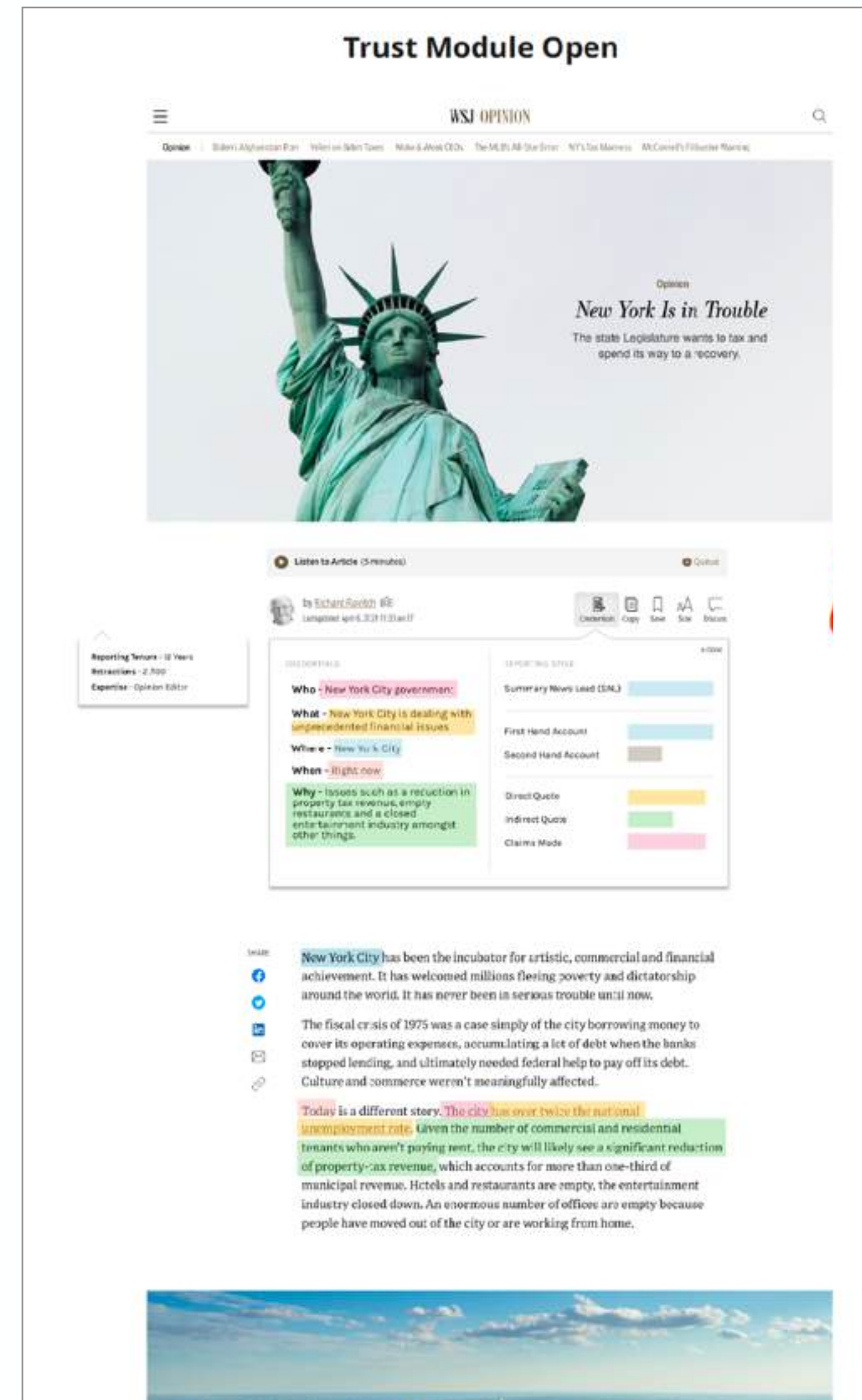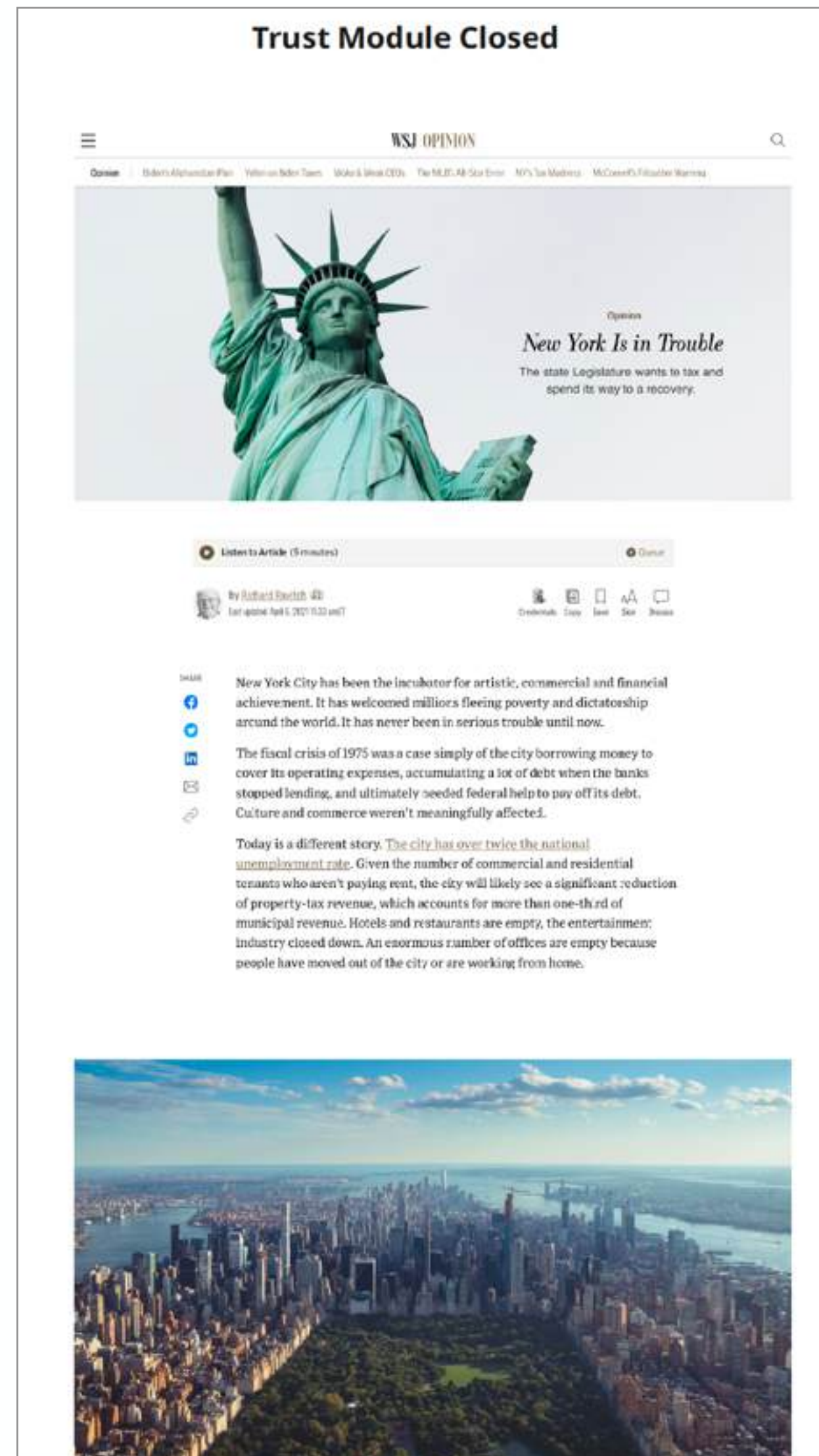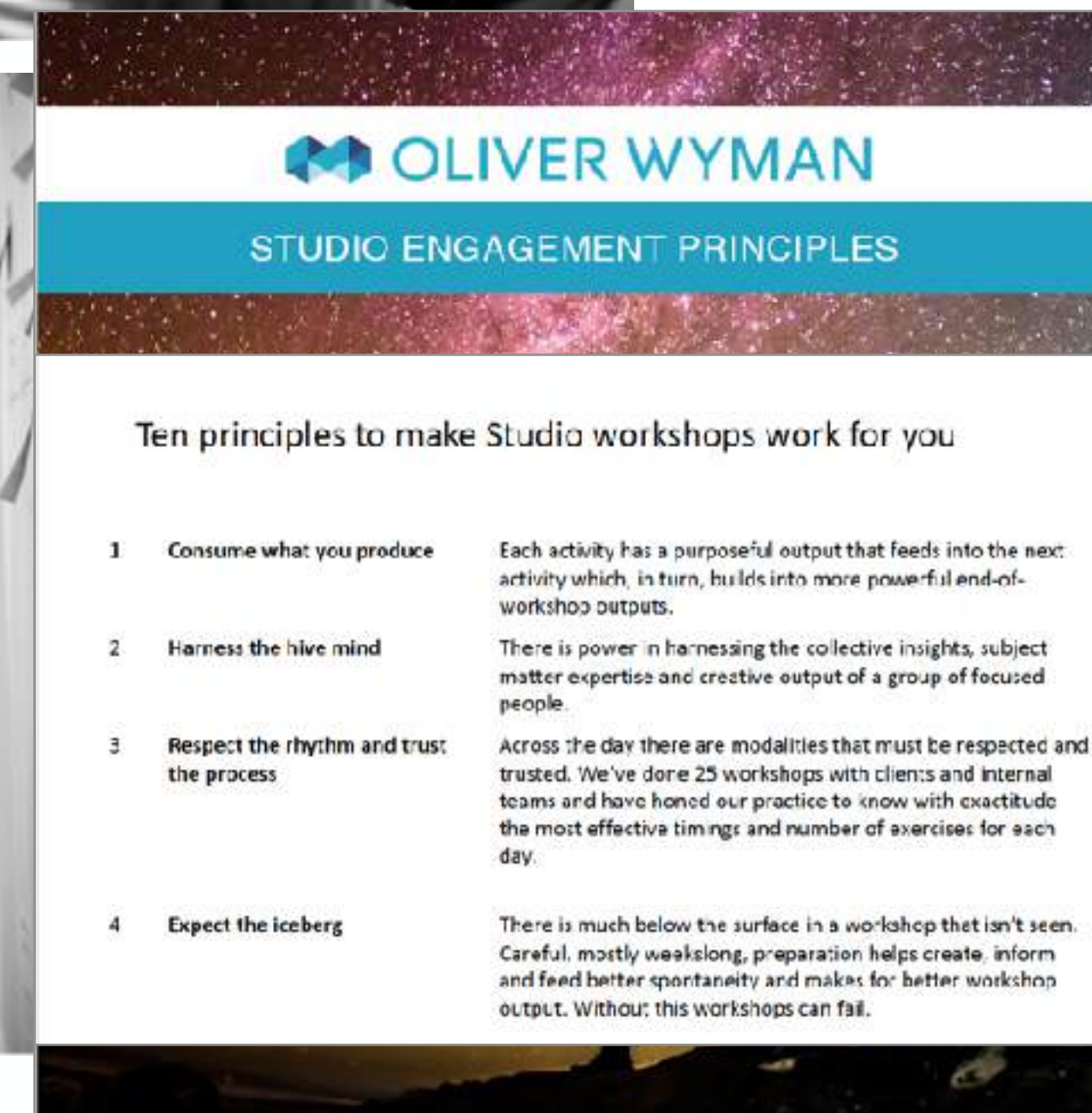
Innovation Studio

Design lead on a team of 10. Worked to design and facilitate innovation workshops that would engage the C-suite.

Opportunity: Fortune 50 clients needed to align leadership and reimagine services amid massive digital disruption.

Action: Led 20+ executive workshops at Oliver Wyman; developed frameworks, toolkits, and learning content to guide innovation.

Result: Generated $8M+ in new revenue by helping C-level teams accelerate digital transformation.

Innovation Studio

Designed and facilitated workshop
Imagining the Future of Digital Travel

Opportunity: Engage 30 C-suite leaders (Marriott, JetBlue, Hilton) in reimagining digital travel

Action: Developed 23 different digital travel concepts to test and implement

Result: Solidified new business pipeline to explore workshop concepts and prototypes

DELIVERING TRAVELER CENTRIC EXPERIENCES IN THE AGE OF DIGITAL IDs

WORLD TRAVEL & TOURISM COUNCIL

Six important shifts are impacting the way Dawn experiences everyday interactions
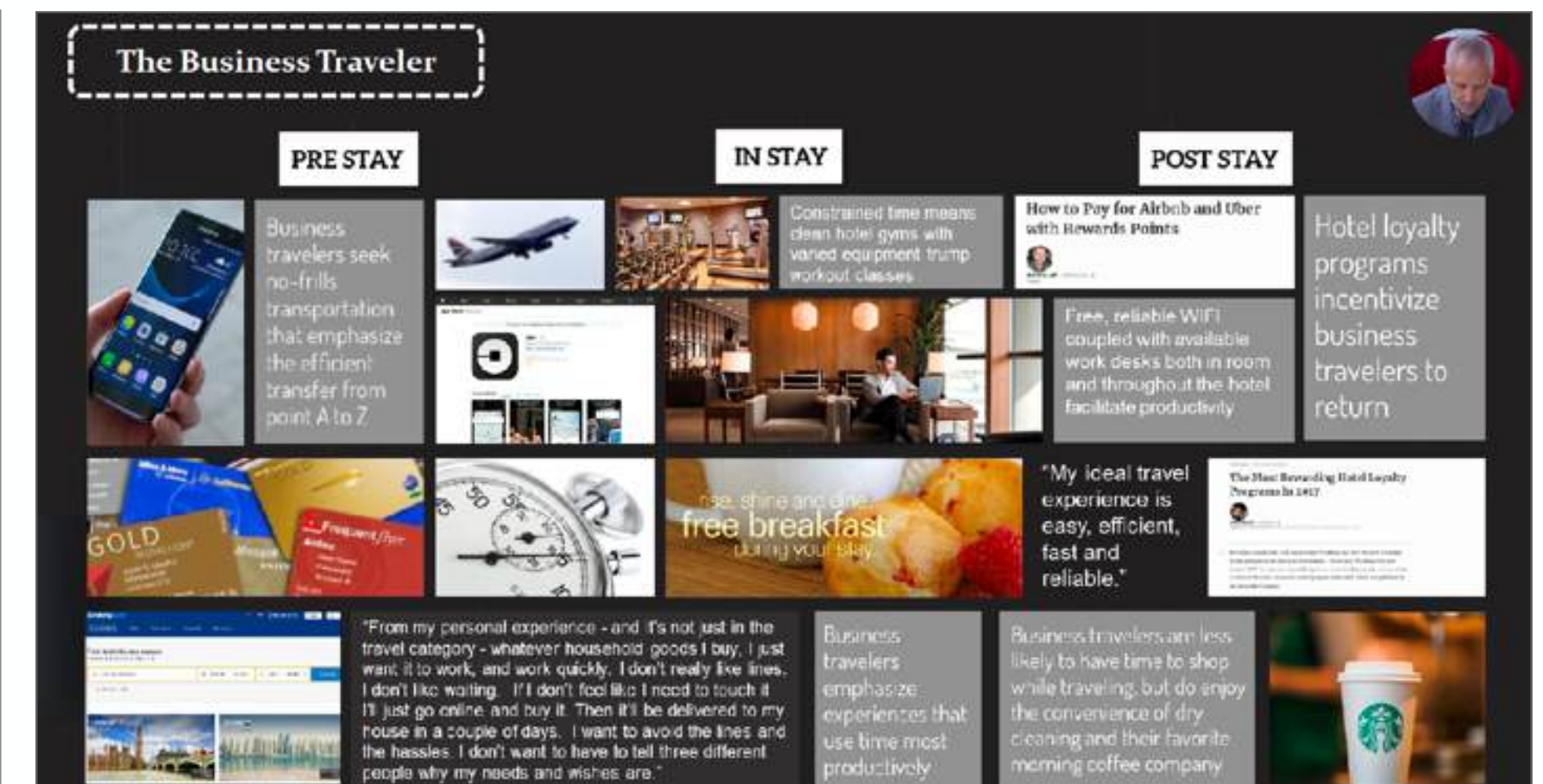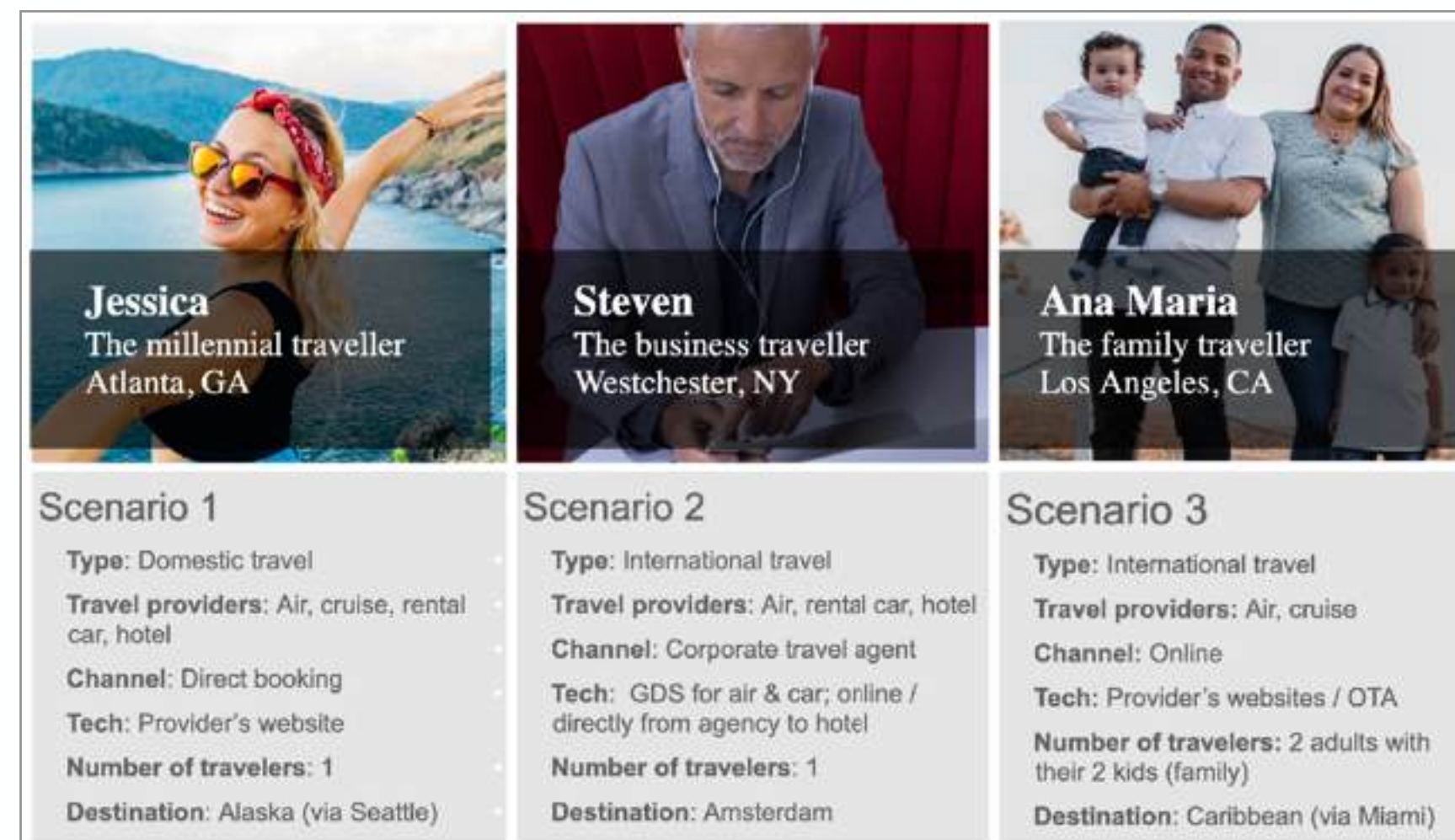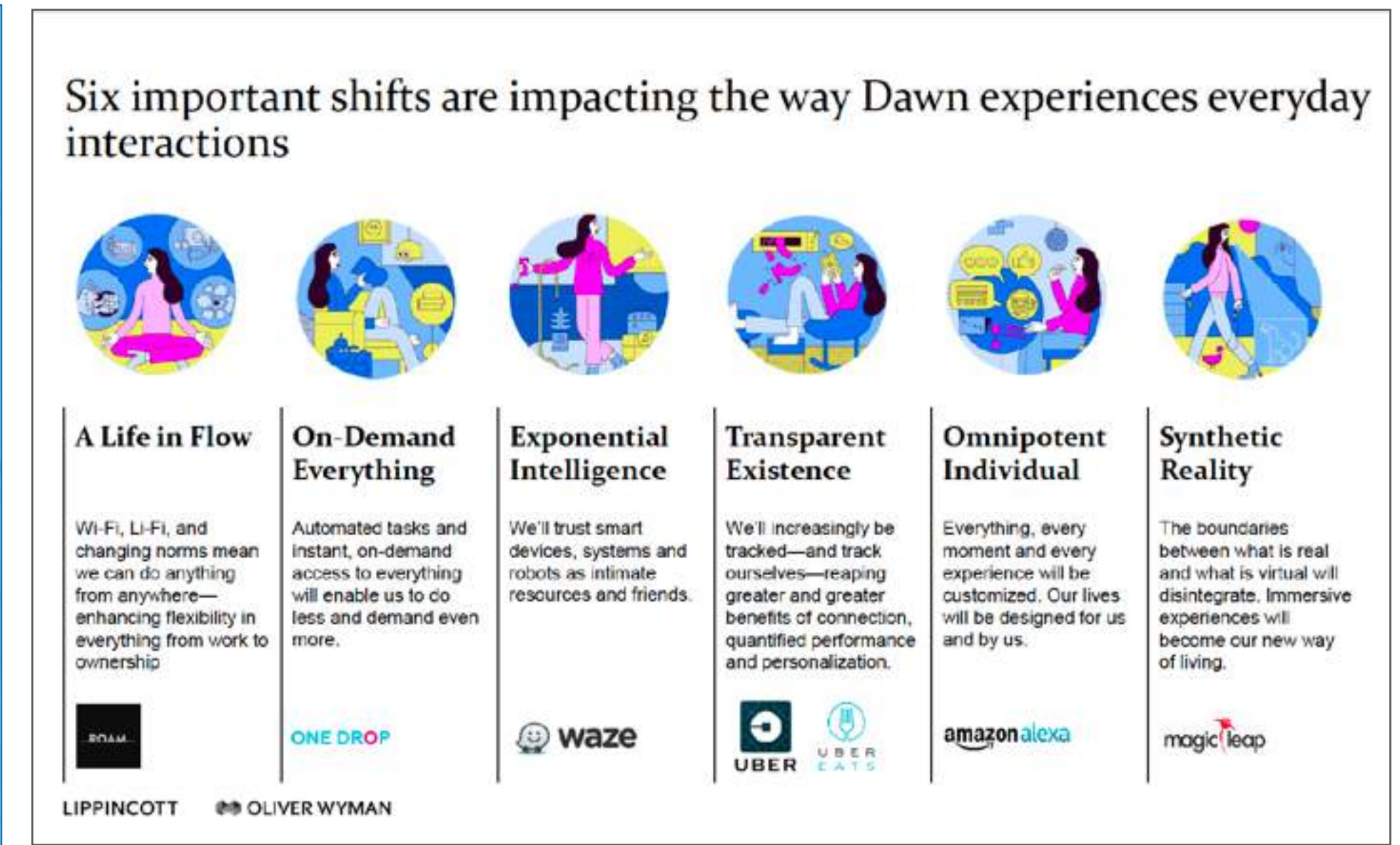
A Life in Flow
Wi-Fi, Li-Fi, and changing norms mean we can do anything from anywhere—enhancing flexibility in everything from work to ownership

On-Demand Everything
Automated tasks and instant, on-demand access to everything will enable us to do less and demand even more.

Exponential Intelligence
We'll trust smart devices, systems and robots as intimate resources and friends.

Transparent Existence
We'll increasingly be tracked—and track ourselves—reaping greater and greater benefits of connection, quantified performance and personalization.

Omnipotent Individual
Everything, every moment and every experience will be customized. Our lives will be designed for us and by us.

Synthetic Reality
The boundaries between what is real and what is virtual will disintegrate. Immersive experiences will become our new way of living.

LIPPINCOTT   OLIVER WYMAN

Jessica The millennial traveller Atlanta, GA

Scenario 1
Type: Domestic travel
Travel providers: Air, cruise, rental car, hotel
Channel: Direct booking
Tech: Provider's website
Number of travelers: 1
Destination: Alaska (via Seattle)

Steven The business traveller Westchester, NY

Scenario 2
Type: International travel
Travel providers: Air, rental car, hotel
Channel: Corporate travel agent
Tech: GDS for air & car; online / directly from agency to hotel
Number of travelers: 1
Destination: Amsterdam

Ana Maria The family traveller Los Angeles, CA

Scenario 3
Type: International travel
Travel providers: Air, cruise
Channel: Online
Tech: Provider's websites / OTA
Number of travelers: 2 adults with their 2 kids (family)
Destination: Caribbean (via Miami)

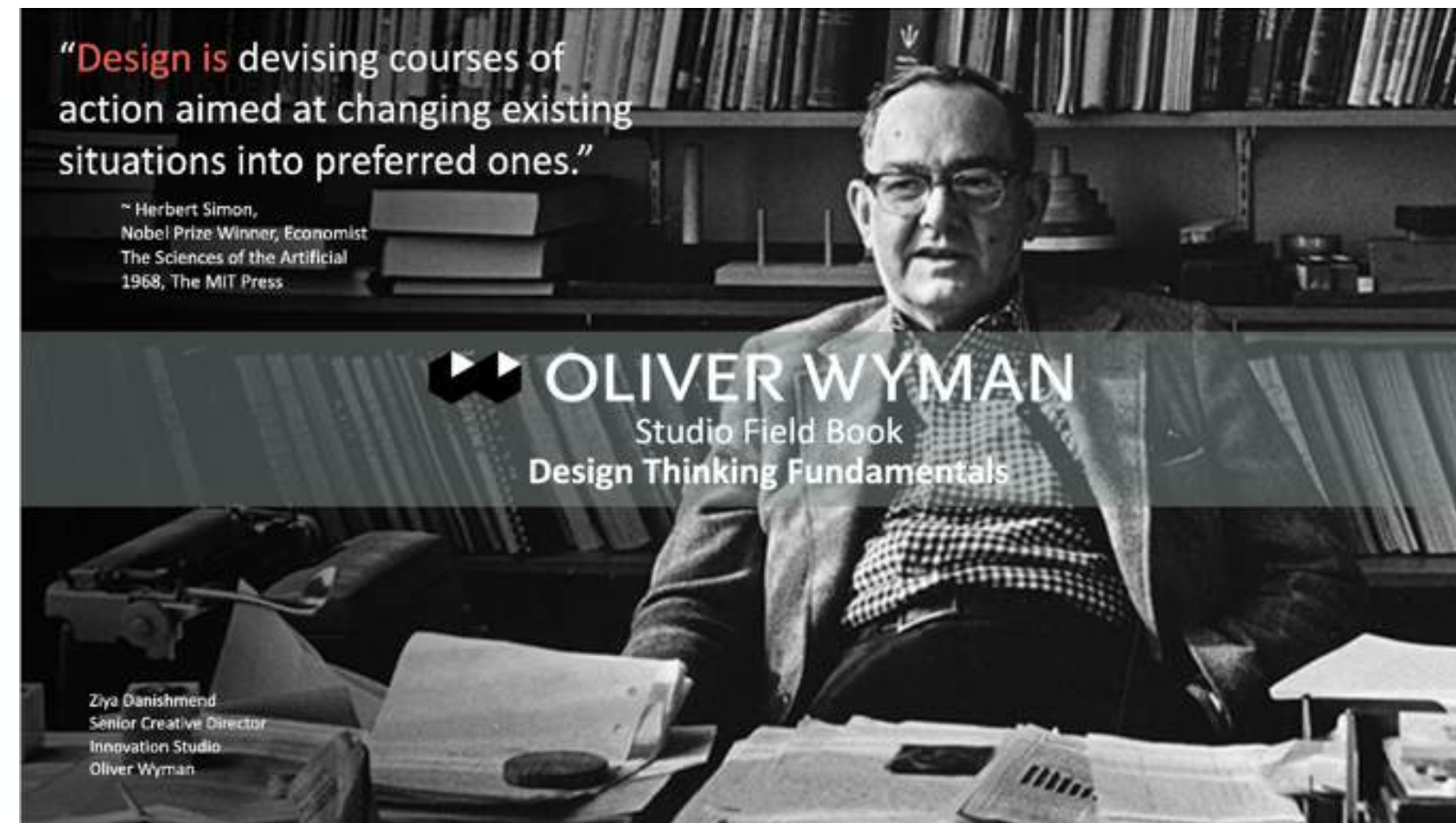**The Business Traveler**

PRE STAY | IN STAY | POST STAY

Innovation Studio

Lead designer and writer. Designed and authored field books to help OW teams explain and sell design thinking.

Opportunity: Translate abstract design thinking concepts into tools that consulting partners could confidently use with clients.
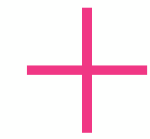
Action: Developed Field Books with frameworks and tools to scale design literacy.

Result: Empowered partners to lead design-led engagements, expanding the studio's impact globally.

"Design is devising courses of action aimed at changing existing situations into preferred ones."
~ Herbert Simon,
Nobel Prize Winner, Economist
The Sciences of the Artificial
1968, The MIT Press

OLIVER WYMAN
Studio Field Book
Design Thinking Fundamentals

Ziya Danishmend
Senior Creative Director
Innovation Studio
Oliver Wyman

OLIVER WYMAN
Studio Field Book
Personas

Ziya Danishmend
Senior Creative Director
Innovation Studio
Oliver Wyman

OLIVER WYMAN
Studio Field Book
Prototyping Principles, Methods & Techniques

Ziya Danishmend
Senior Creative Director
Innovation Studio
Oliver Wyman

OLIVER WYMAN
Studio Field Book
Workshops

Ziya Danishmend
Senior Creative Director
Innovation Studio
Oliver Wyman

Arcadia is an AI-powered customer insight platform I created to turn fragmented research into actionable customer journeys. By combining qualitative insight, behavioral data, and machine-assisted synthesis, Arcadia surfaces unmet needs and high-impact opportunities—driving **$25M+ in new business** and helping teams align and invest with clarity.
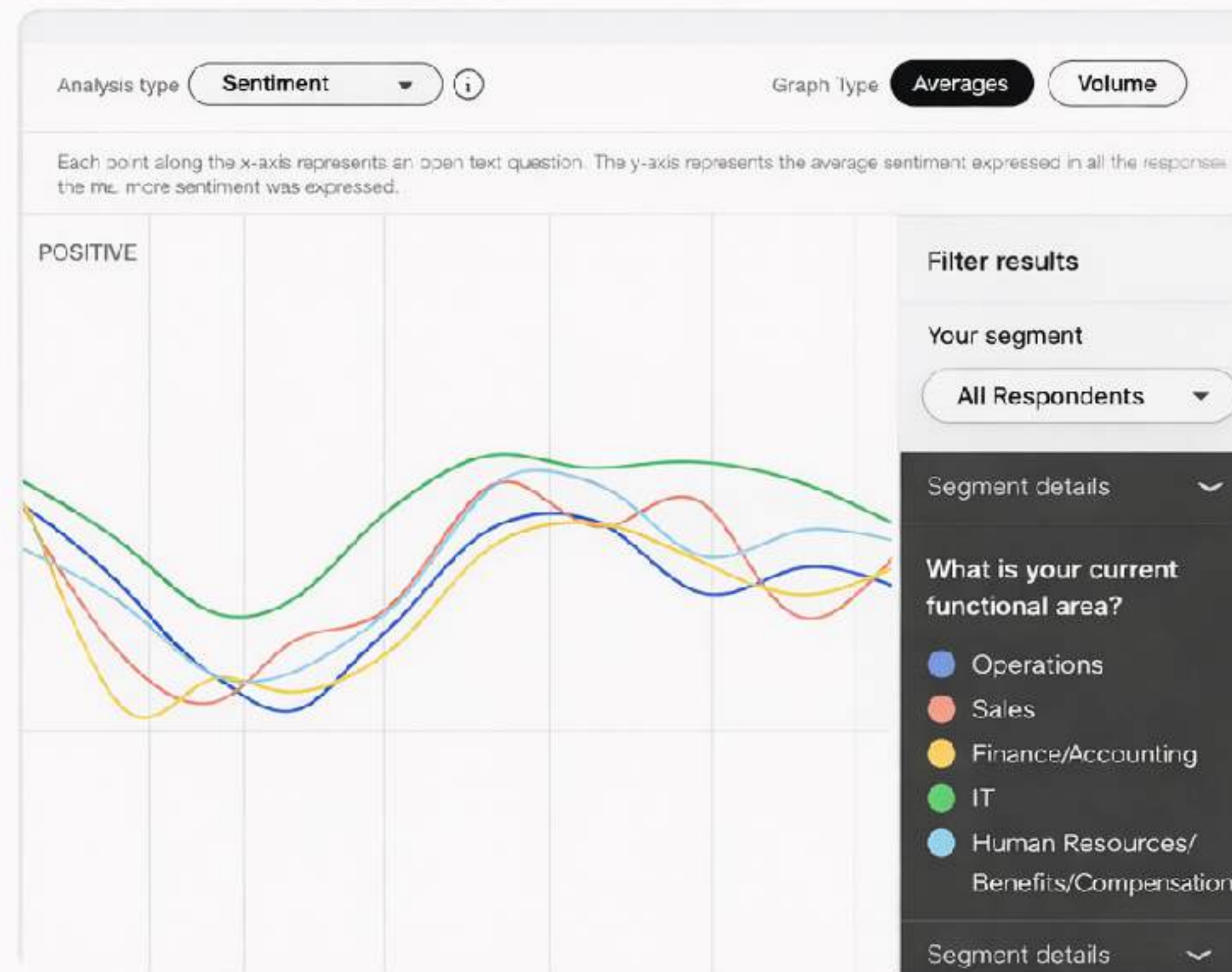
Decode your customers' emotional journey

Arcadia transforms raw insight into dynamic customer journeys that reveal needs, pain points, and moments of opportunity across the end-to-end experience. By analyzing emotional signals, sentiment, and language patterns alongside behavioral data, Arcadia helps teams understand not just what customers do—but how they feel at critical moments—enabling more empathetic, effective design and business decisions.

Analysis type **Sentiment** ▾ ⓘ   Graph Type **Averages** **Volume**

Each point along the x-axis represents an open text question. The y-axis represents the average sentiment expressed in all the responses the me more sentiment was expressed.

POSITIVE

Filter results

Your segment

All Respondents ▾

Segment details ⌄

What is your current functional area?

● Operations
● Sales
● Finance/Accounting
● IT
● Human Resources/ Benefits/Compensation

Segment details ⌄

Power through syndicated data

This screen shows how Arcadia enables teams to import syndicated research and automatically compare segments, brands, or audiences in seconds. AI-assisted analysis surfaces meaningful similarities, differences, and outliers that would otherwise require extensive manual effort—turning static datasets into clear, actionable insight that supports prioritization and strategic focus.
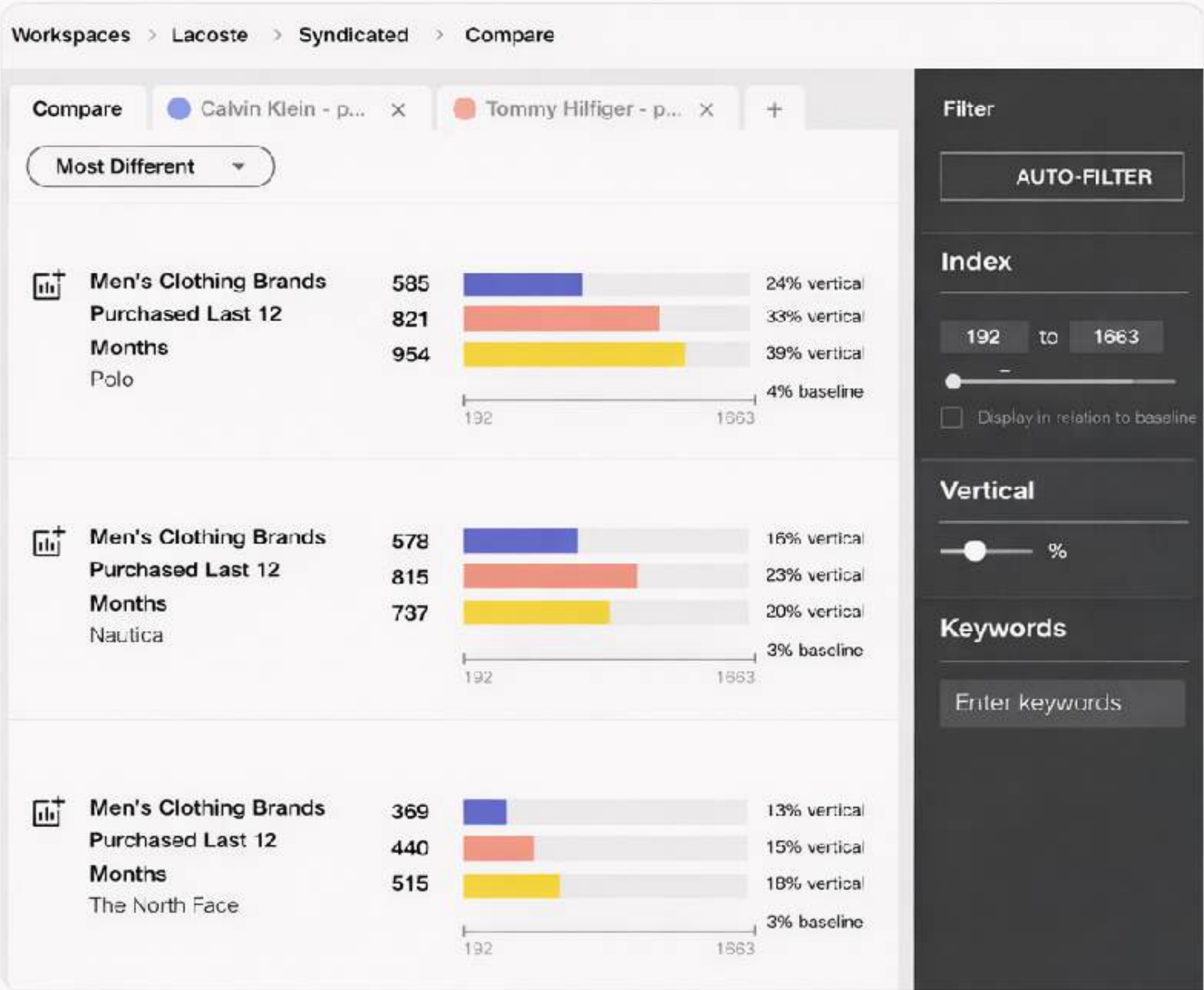
Streamline survey design & execution

Arcadia allows teams to design and field surveys directly within the platform or integrate surveys from third-party providers. Questions are structured around defined journey stages, enabling responses to be analyzed in context. This approach helps teams move beyond surface-level feedback to uncover deeper motivations, challenges, and unmet needs along the customer journey.

Question total: 21   Demographic questions   Behavioral and psychographic questions   Use

User journey questions

[EDIT JOURNEY STAGES]

Having a clear objective and defined stages of your user journey will help guide your survey analysis. With open text questions, Arcadia can match responses to journey phases where you can then filter data by structure demographic, behavioral & psychographic questions—ultimately helping you form solid insights. But remember, less is more. Asking more than 15 questions will lead to people writing shorter less meaningful responses.

7 Journey stages

DISCOVER

What were the first things you started thinking looking for a new Human Capital Managemen HCM) provider? What led you to begin the pro Was it more focused on fixing a current challe

Best practices and examples

⬤ Show in results

⊕ NEW QUESTION

LEARN

What were some of the pleasant surprises or u challenges you had when trying to learn about Capital Management (HCM) providers?

Arcadia builds psychographic and personality profiles for survey respondents, using frameworks such as the Big Five to identify behavioral patterns and motivational drivers across segments. These insights enrich customer journeys with a deeper understanding of *why* people behave as they do— supporting more precise targeting, more resonant experiences, and more confident product and service decisions.


Understand your customers inside and out

Personality Insights ▾   ⓘ   Big 5 ▾   Most different ▾

Agreeableness
A tendency to be compassionate and cooperative toward others.

LOW

Conscientiousness
Tendency to act in an organized or thoughtful way.

LOW   AVERAGE

Filter results

Your segment

All Respondents ▾

Segment ⌄

Compare sub-segments

What is your current functional area?

● Operations
● Sales
● Finance/Accounting
● IT
● Human Resources/ Benefits/Compensation

Segment details ⌄

Re-imagining a financial services company

UX lead. Secured win and drove change via a customer-first, future-focused approach (powered by AI).

Challenge: Address fragmented digital offerings unable to meet evolving customer expectations

Action: Developed data-driven solutions (IBM Watson AI powered financial insights)

Result: Won $11M account and created foundation for customer-centric product development
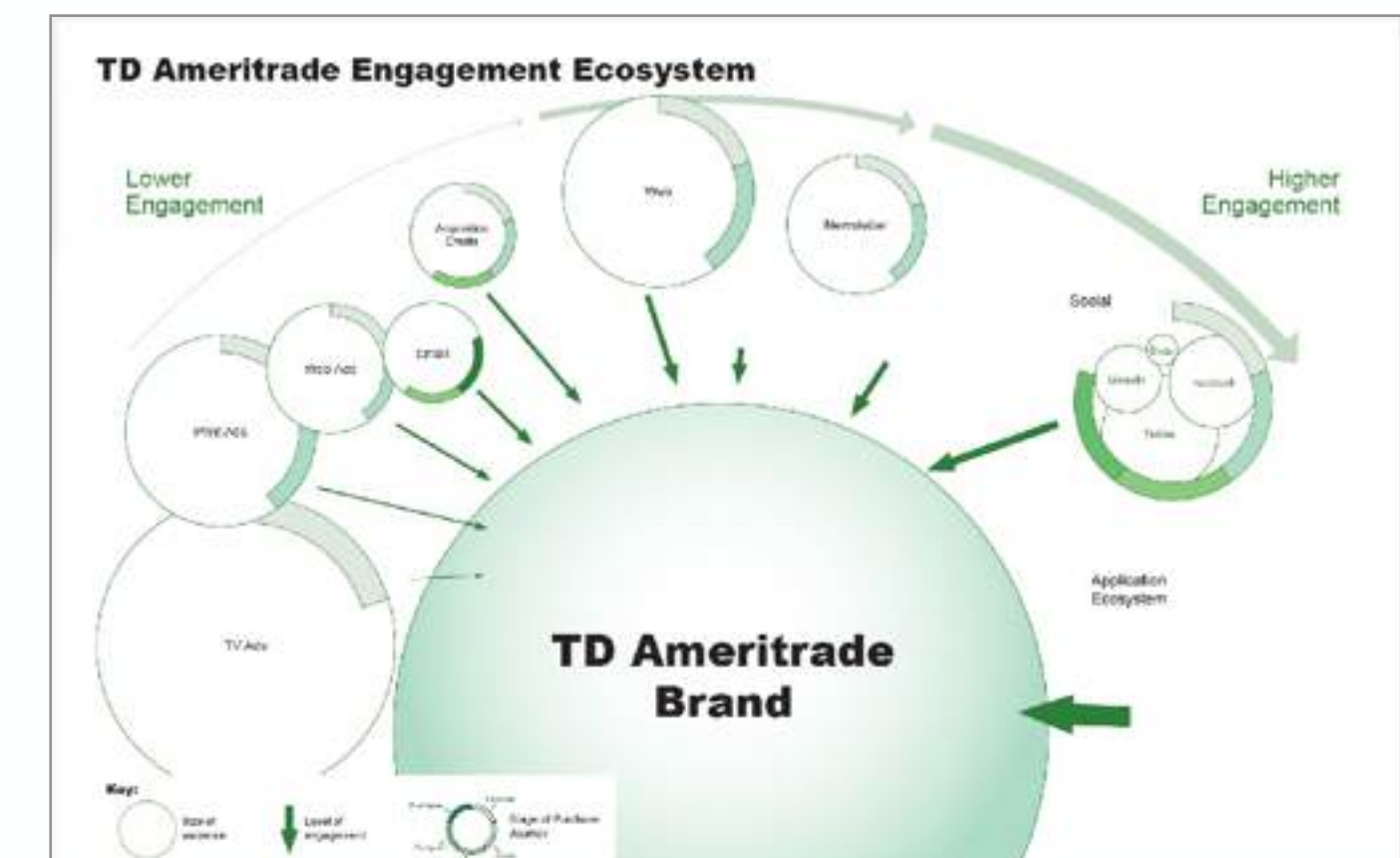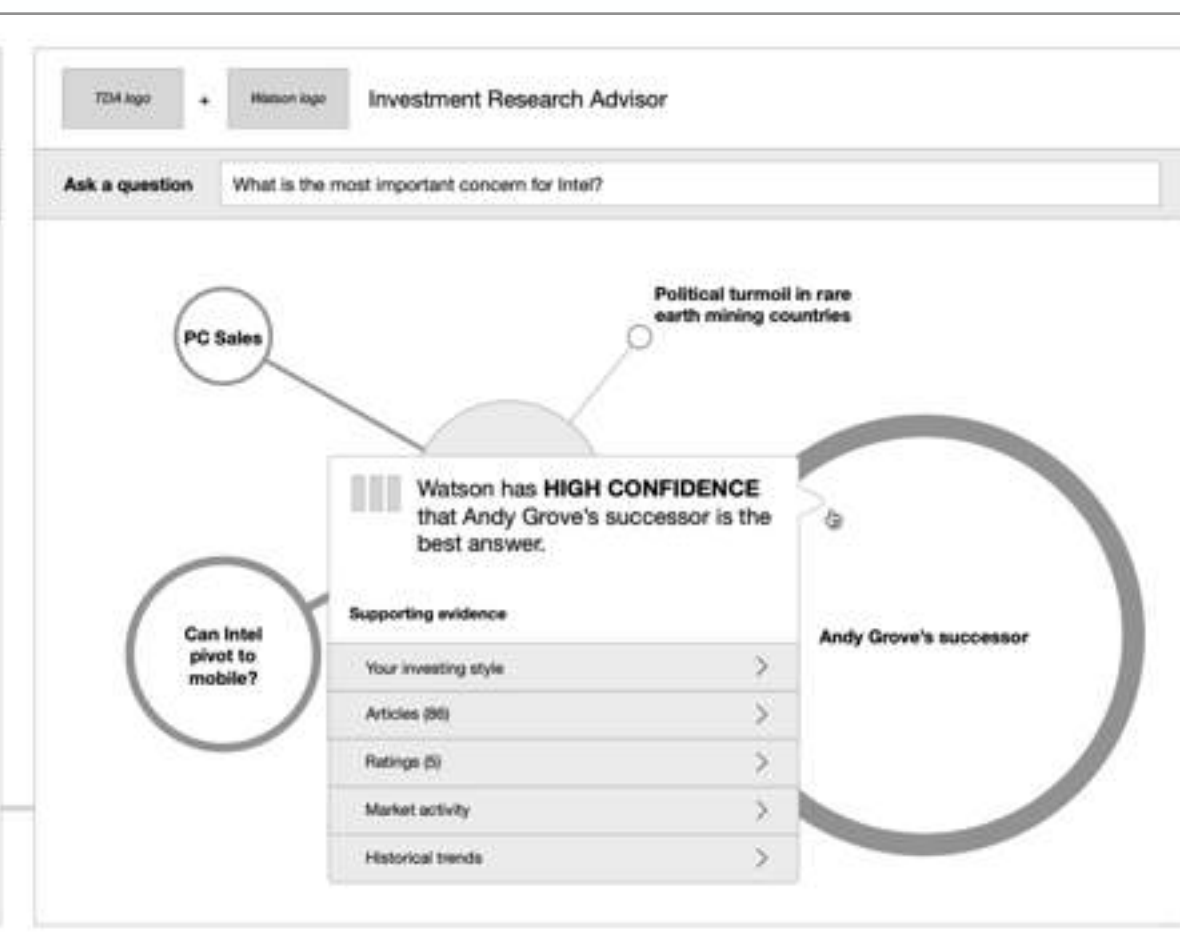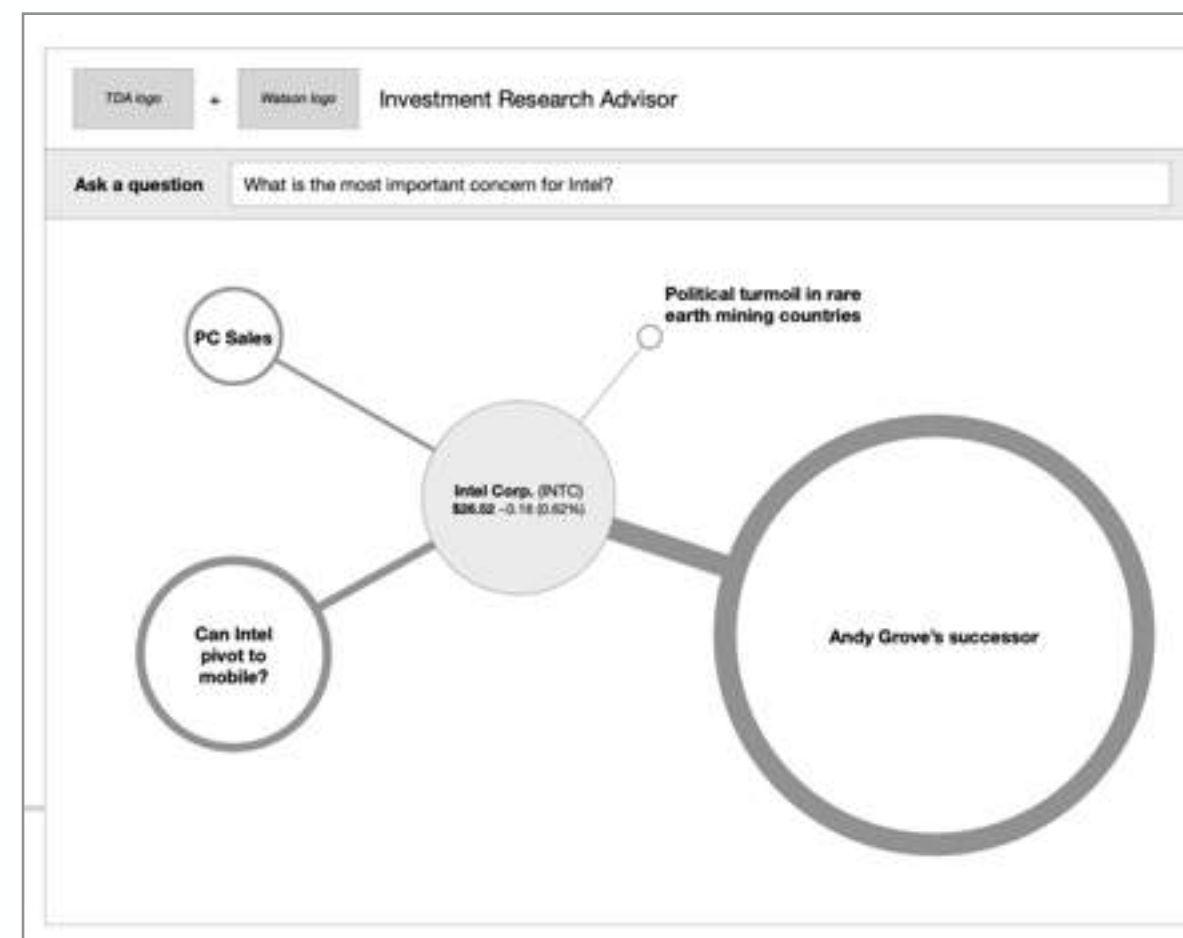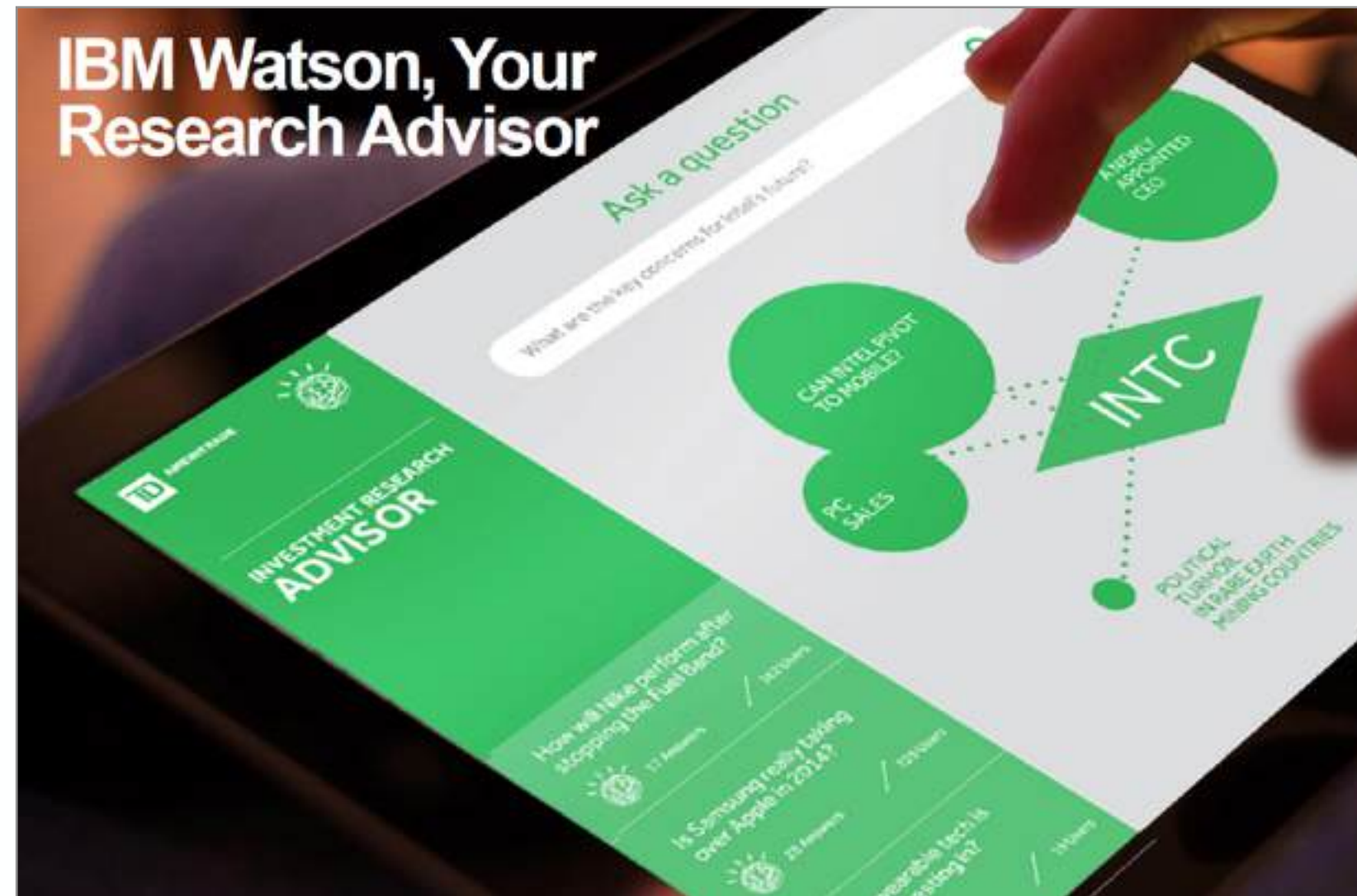
Global Digital Transformation

Global UX lead to help shepherd and coax teams into working customer/ patient first.

Opportunity: Modernize GSK's global efforts to become a patient and customer centric company across all their brands

Action: Traveled extensively to facilitate and teach design thinking and innovation workshops to GSK teams

Result: Honed design frameworks, product offerings, processes and innovation techniques across the org
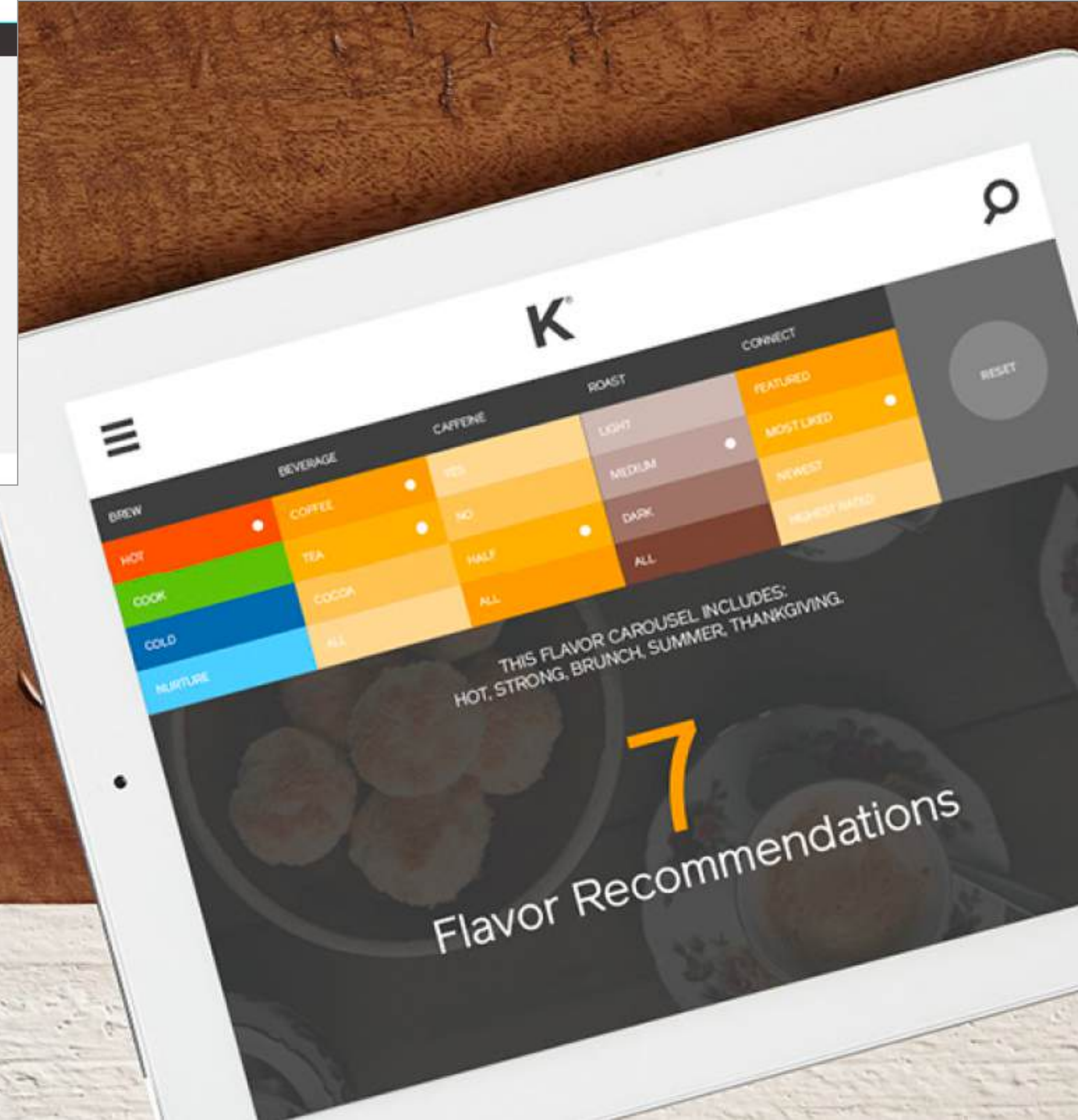
E-Commerce Powerhouse

KEURIG®

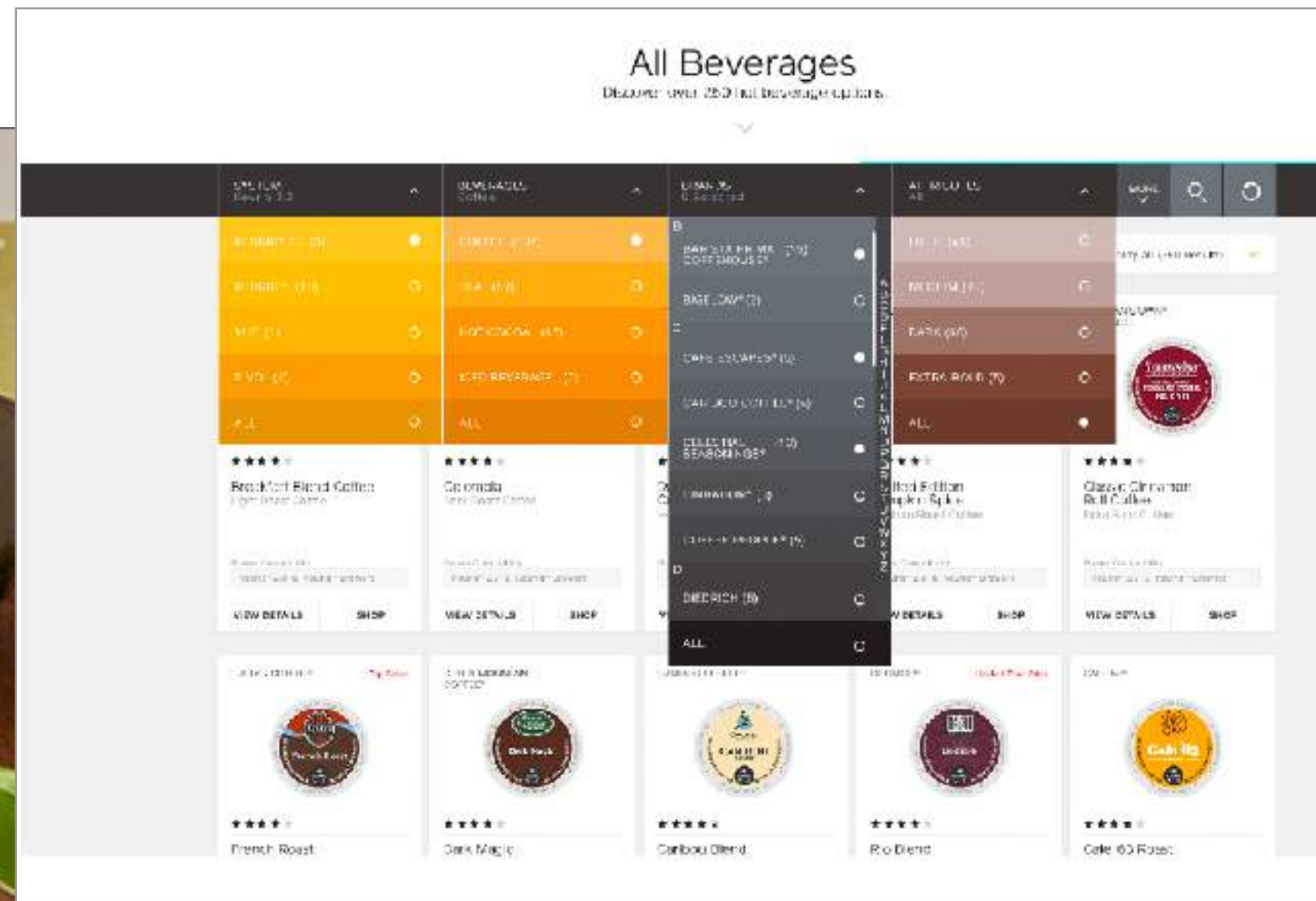*UX lead to encourage new and existing customers to explore over 200 K-Cup flavors.*

Opportunity: Create distinctive e-commerce experience for 200+ coffee products

Action: Developed innovative flavor profile system enhancing product discovery

Result: Won $11M account, increased engagement 33%, and expanded influence into hardware product development

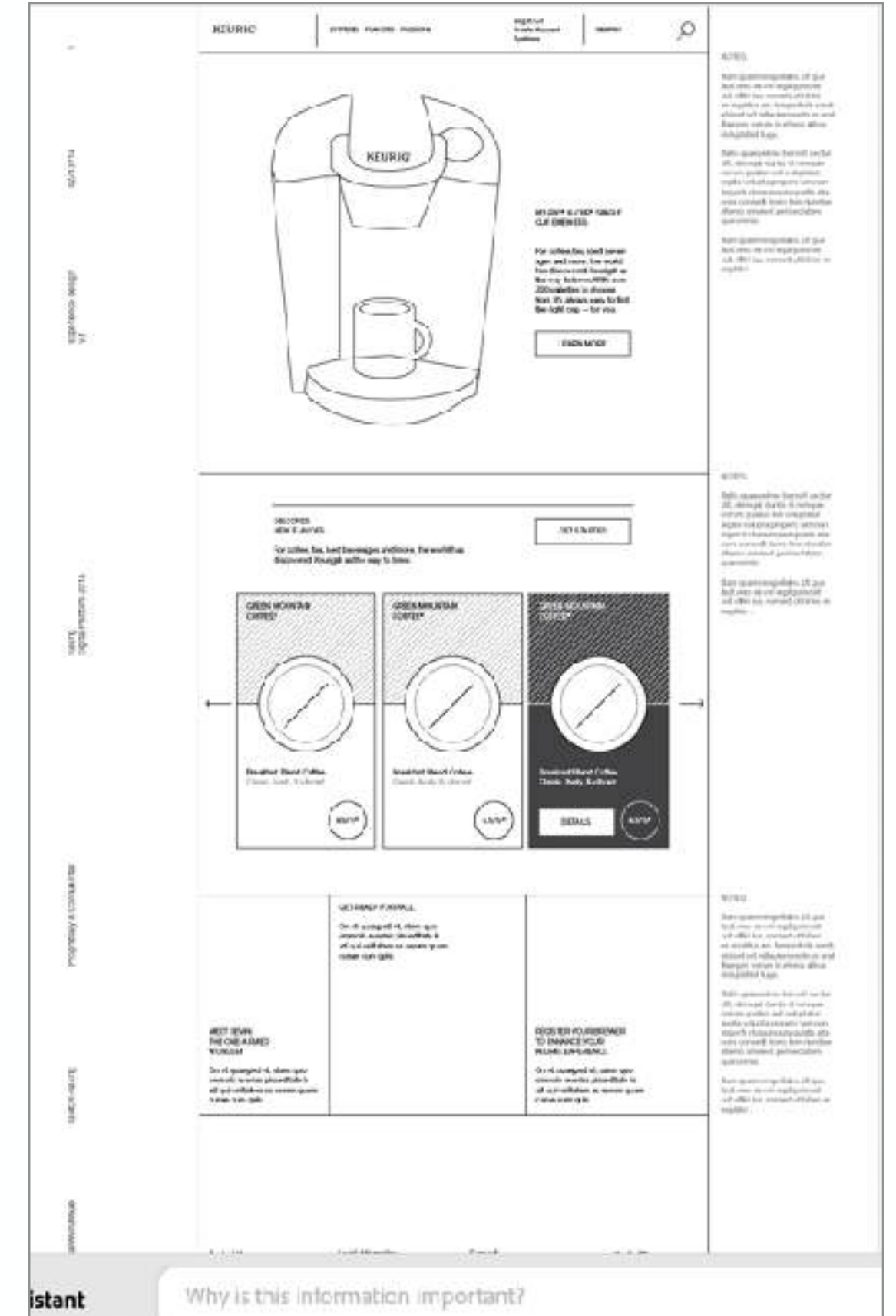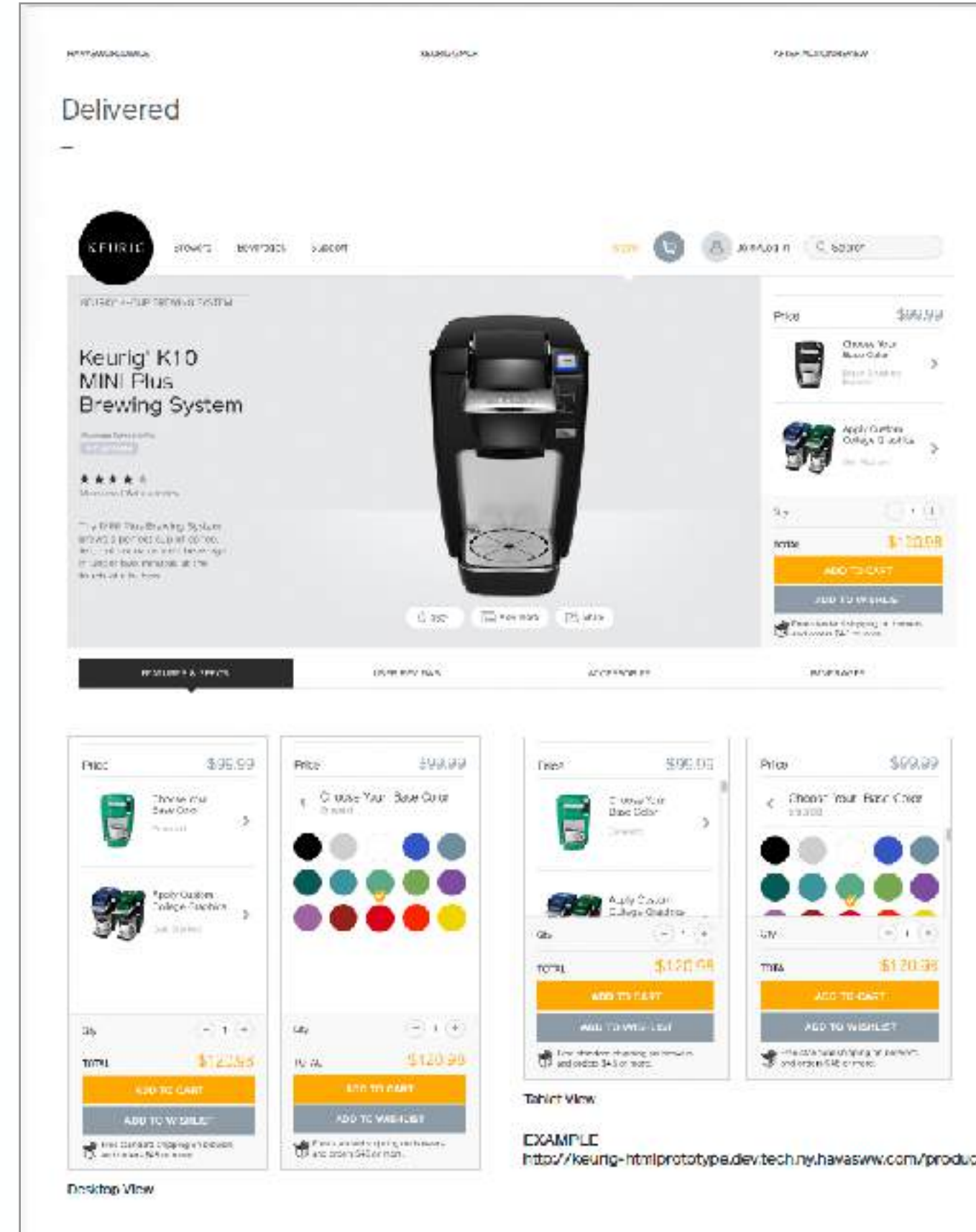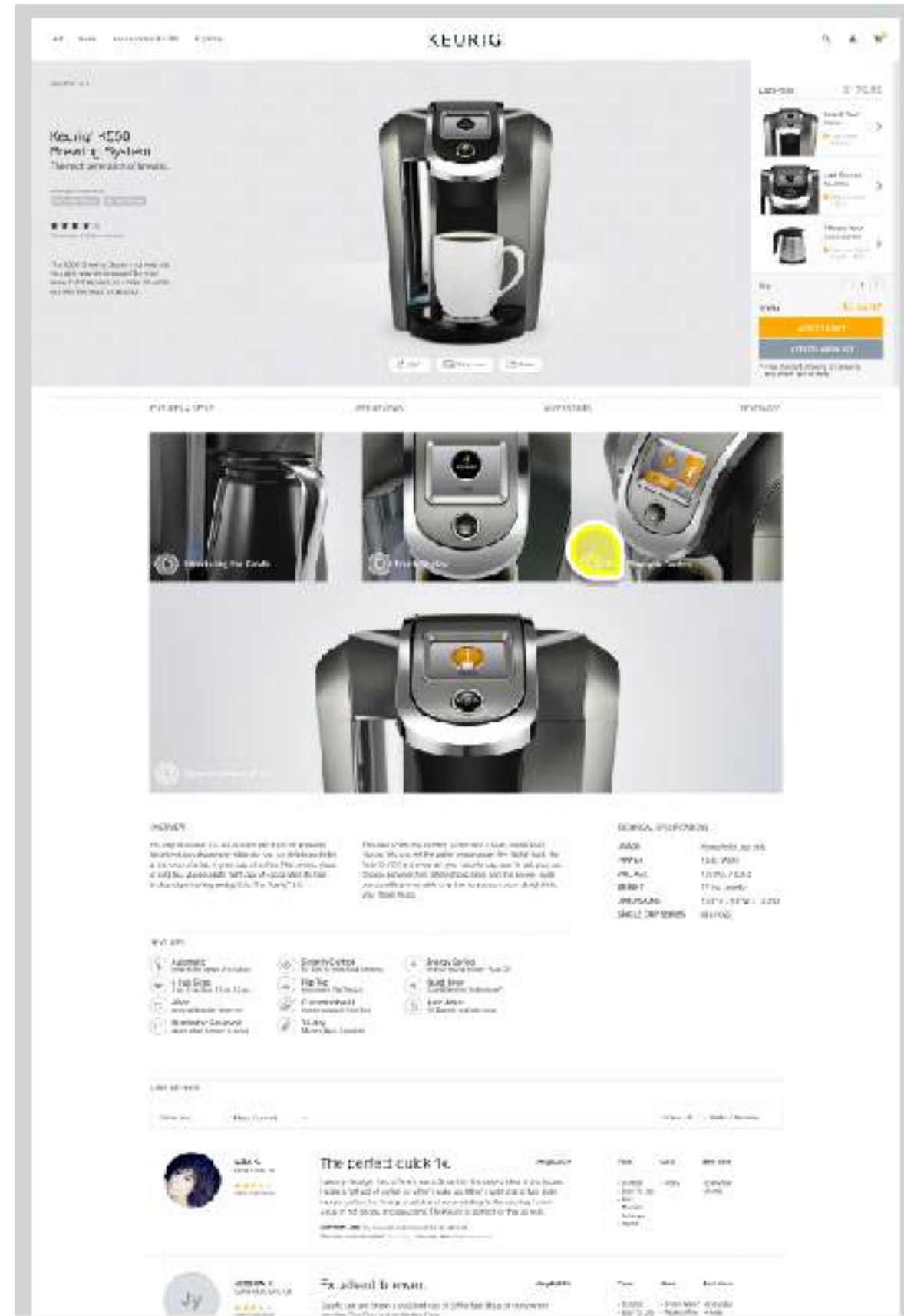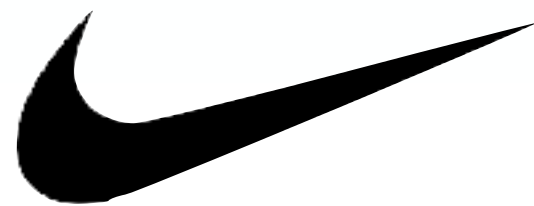**UI design by** <u>Manuel Dilone</u>

E-Commerce Powerhouse

UX lead to re-design the e-commerce experience across all touchpoints.

Redesigning the shopping experience from the ground up helped us dig deeper into the Keurig brand and empowered the team to explore new product ideas.

Nike Run Club MPOS

UX lead on a team of 3 to redesign the Nike MPOS. Simplified radically after prototyping and in-store field research.
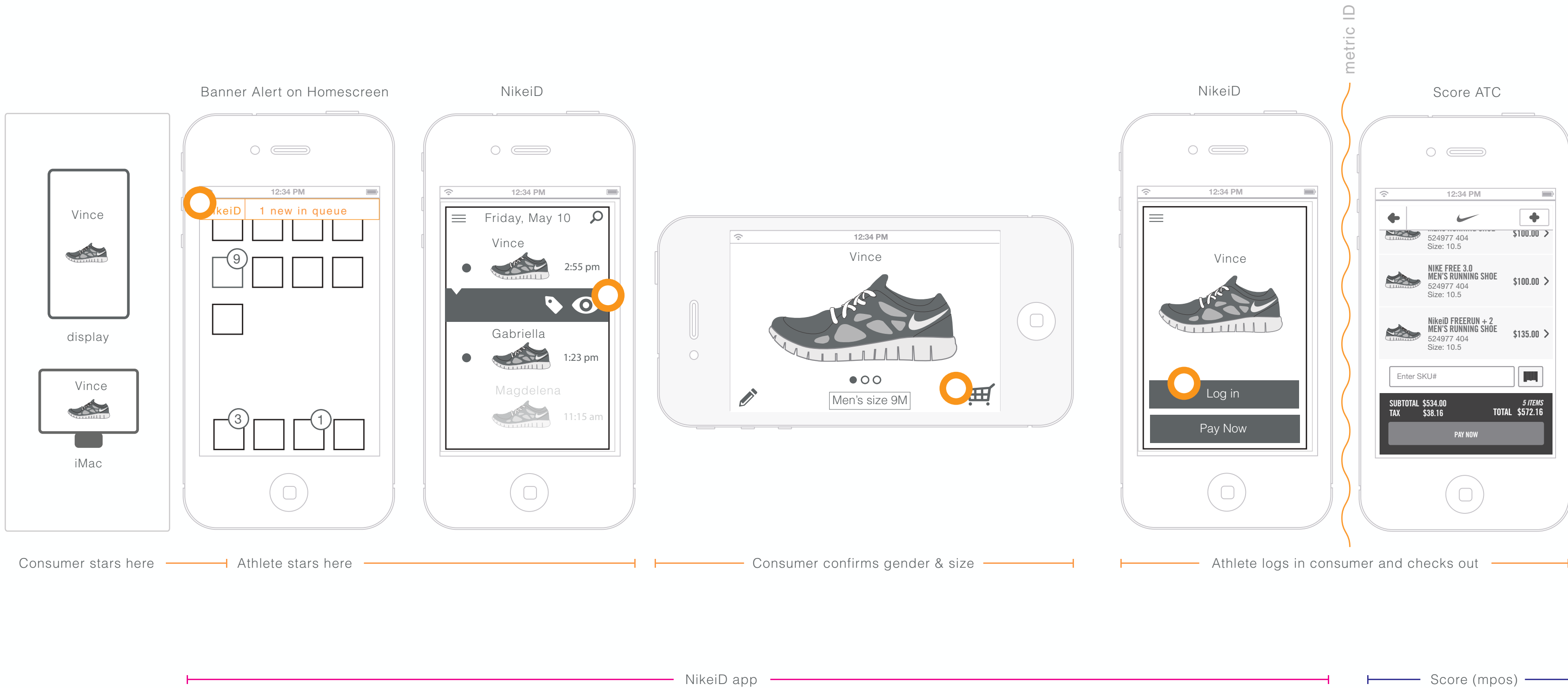
Opportunity: Nike Running needed a smarter, more personalized mobile sales tool.

Action: Designed a next-gen MPOS using running data and real-time insights for tailored product recommendations.
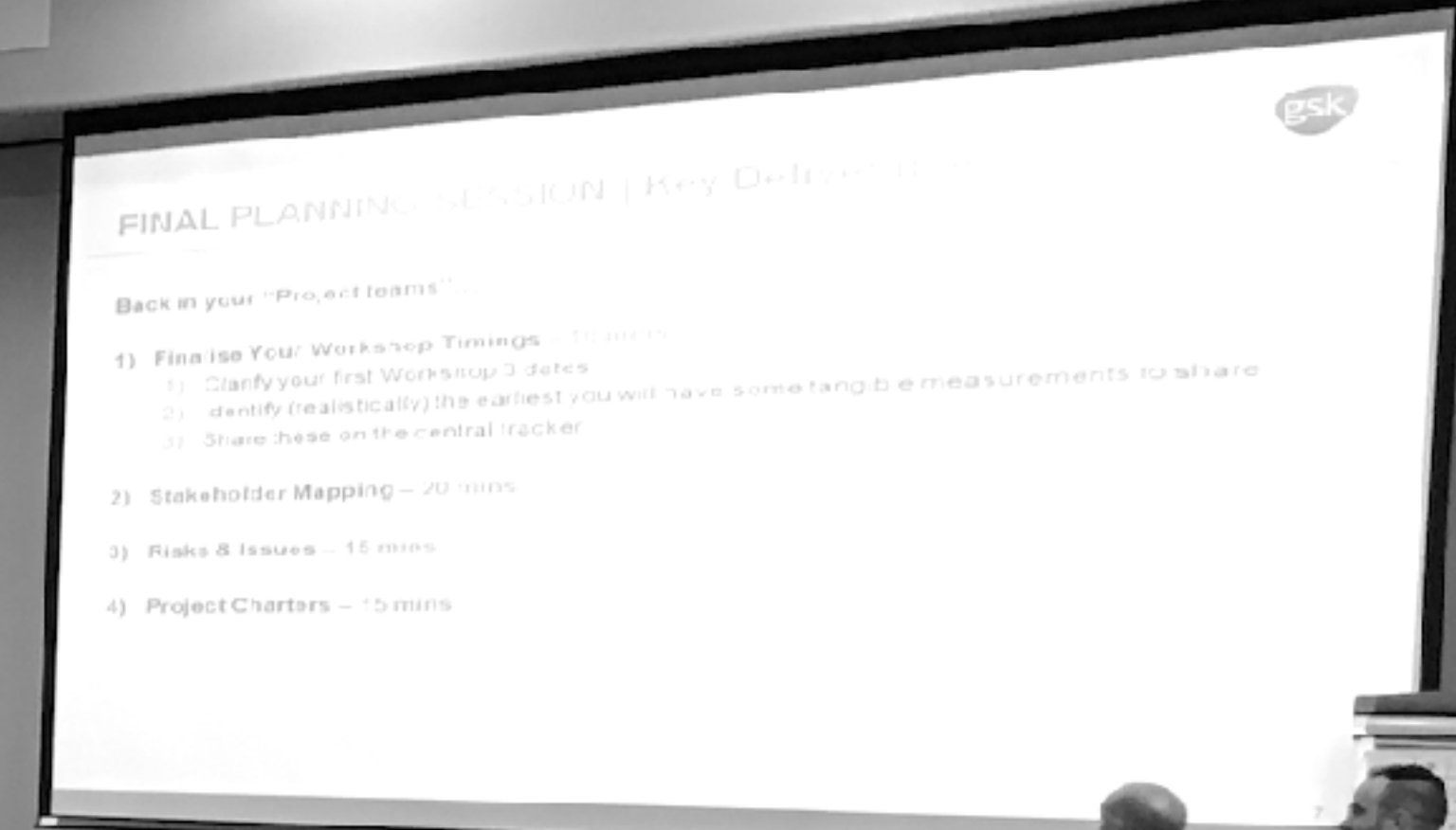
Result: Delivered a prototype that enhanced in-store experience and reached Nike's global innovation team.

NikeiD Retail flow

Consumer approaches Athlete to retrieve and pay for a NikeiD shoe created on the wall/iMac.

metric ID

Banner Alert on Homescreen   NikeiD   NikeiD   Score ATC

display

iMac

Vince

12:34 PM
NikeiD   1 new in queue

9   3   1

12:34 PM
Friday, May 10
Vince   2:55 pm
Gabriella   1:23 pm
Magdelena   11:15 am

12:34 PM
Vince
● ○ ○
Men's size 9M

12:34 PM
Vince
Log in
Pay Now

12:34 PM
NIKE FREE 3.0
MEN'S RUNNING SHOE
524977 404
Size: 10.5 $100.00
NikeiD FREERUN + 2
MEN'S RUNNING SHOE
524977 404
Size: 10.5 $135.00
Enter SKU#
SUBTOTAL $534.00   5 ITEMS
TAX $38.16   TOTAL $572.16
PAY NOW

Consumer stars here   Athlete stars here   Consumer confirms gender & size   Athlete logs in consumer and checks out

NikeiD app   Score (mpos)

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Thank you