

AHMADREZA MOTAMED

Founder & CEO — DPIX Reality
Digital Marketing · Brand Transformation · R&D

I build brands and products at the intersection of market psychology, design, technology and commercial strategy — with one objective: create durable preference, not temporary attention.

Product Design · Creative Technology · GTM Strategy · UI/UX · CGI · AR · AI-Augmented Production

10+ yrs

Professional market
experience since 2014

6K

Active users reached by
MyTonSwap after GTM

10×

Investor target achieved
in Amin Dynamic
fundraising context

DPIX Reality

Founder & CEO since 2021

Selected markets

Iran · Germany · USA · Nigeria ·
Turkey · Georgia



Strategy first. Format second.

Ahmadreza Motamed is the Founder & CEO of DPIIX Reality, a creative technology and brand transformation studio. His work spans digital marketing, R&D, product design, brand strategy and creative direction. His approach begins with the business problem and audience psychology, then selects the right combination of brand, product, software, content or emerging technology to solve it.

His career evolved from photography and image editing into graphic design, motion, CGI, advertising, branding, UI/UX, 3D, AR and R&D. The breadth is not presented as a collection of tools; it is a continuous problem-solving system built over more than a decade of commercial work.

PROFESSIONAL THESIS

Marketing is not purchased attention.

Success is the progression from exposure to recognition, memory, trust, preference and commercial action.

Exposure → Recognition → Memory → Trust
→ Preference → Action

SELECTED BUSINESS IMPACT

700+

Orders registered after the latest IranBlu website launch before the major campaign

6,000

Active MyTonSwap users reached after a focused two-month GTM cycle

\$1M

Capital raised by Amin Dynamic against an initial \$100K target; DPIIX built the investor experience

\$6K

Commercial AR hospitality deployment in Kish Island delivered in ~50 days

LEADERSHIP & EXPERIENCE

2021 — NOW

Founder & CEO — DPIIX Reality

Creative Technology & Brand Transformation

Lead strategy, product direction, R&D, creative systems and market positioning across a nine-person hybrid team of in-house and remote specialists.

- Direct business analysis, GTM strategy, brand transformation, product design, UI/UX, creative direction and R&D.
- Build cross-disciplinary solutions combining brand, software, 2D/3D, AR and AI-assisted production when conventional deliverables are insufficient.
- Reject vanity-metric-only engagements when the underlying brand or product system is not ready for sustainable growth.

2014 — 2021

Independent Creative & Digital Practice

Photography → Advertising → Product

Progressed from commercial photography and image editing into graphic design, motion, CGI, advertising films, brand systems, UI/UX and interactive digital experiences.

Evidence over claims.

IRANBLU · 2018 — PRESENT

Long-term brand transformation

From a small retail operation in Shiraz to a major mobile-parts import business, with DPIX involved in mascot, brand color system, social presentation, advertising, website and broader digital identity.

Ahmadreza's role: brand direction, content system, UI/UX, digital presentation and ongoing transformation strategy.

Latest milestone: 700+ orders registered after the new website launch before the major campaign began.

MYTONSWAP · WEB3 / TON

Brand + Product + GTM

Directed color system, mascot, website and game UI/UX, widgets, content presentation, Telegram interaction identity and branded emoji system for a TON DEX aggregator.

~2-month GTM · ~\$10K marketing budget · ~6,000 active users.

AMIN DYNAMIC · ELECTRIC VEHICLE

Investor experience instead of slides

Reframed a conventional business-plan presentation into an interactive web experience using product visualization, AR and device-driven demonstrations of technical concepts.

Initial fundraising target: \$100K · Capital raised: ~\$1M.

DPIX R&D · 2020 — PRESENT

AR Commerce Platform

Designed a spatial commerce system supporting floor, wall and ceiling tracking, multi-object placement, real-time transforms, depth/occlusion logic and environment-aware lighting for product visualization.

Operational web version from early 2022; extensible to dedicated mobile and showroom experiences.

KISH ISLAND · HOSPITALITY AR

Real-scale 3D food experience

Designed a QR/image-tracked dining experience where scanned, optimized 3D food models appear at realistic scale directly on the customer's table.

Commercial deployment · ~\$6K contract · ~50-day delivery.

TONJIGGLE · TELEGRAM / WEB3

Interaction-led gamification

Led product design for a Telegram mini app, extending a standard Tap-to-Earn mechanic with a Shake-to-Earn interaction, a space identity, astronaut mascot and NFT tournament assets.

SPACECLUB · 2017

CGI as product explanation

Used CGI and a portal-based visual language to communicate the feeling of VR when the market was still unfamiliar with the experience, turning an abstract service into something audiences could immediately understand.

Built across disciplines. Unified by problem solving.

CORE CAPABILITY SYSTEMS

Brand & Market

Brand positioning, audience psychology, digital marketing, GTM, campaign strategy, content systems and long-term brand transformation.

Product & Experience

Business analysis, user journeys, UI/UX, MVP iteration, interaction design, admin systems and product presentation.

Creative Direction

Concept, scenario, directing, editing, CGI, motion, visual identity, mascot systems and campaign execution.

3D & Real-time

Modeling, topology, optimization, materials, product visualization, character design, animation and real-time workflows.

R&D / AR

Spatial tracking, object placement, multi-object interaction, depth reasoning, environment lighting and immersive commerce.

AI-Augmented Systems

Brand-specific image/video workflows, creative automation, agent-based production and speed-focused AI integration.

R&D & INVENTIONS

2017

Ravine Accident Rescue System — vehicle crash detection, GIS/altitude analysis, ravine detection, emergency notification and drone-based first-response support. The project progressed through World Patent Marketing, received support, and was experimentally tested with an Audi RS7 context.

1398

Multipurpose Military Helmet — registered in the Army of the Islamic Republic of Iran with Ahmadreza Motamed and Second Lieutenant Rostami; designed around cooling, heating and field-support functions.

SELECTED TOOLS

Design

Figma · Adobe Photoshop · Adobe design ecosystem

Motion

After Effects · Motion Design · CGI production

3D

Blender · Cinema 4D · Unreal Engine

Technology

AR · Real-time 3D · Interactive Web · AI automation

FOUNDATION

~Age 9–10

Robotics & engineering

Firefighting robot, combat robotics, maze systems, sensors, robotic arm and research-center prototyping.

2013

Structural competition

National spaghetti-structure competition; lightweight structure performed at the national-record level for that year.

2015

Theatre & performance

National student festival: first-place production and best male actor recognition.

2017+

R&D to market

Invention work, CGI advertising, interactive product experiences and later AR commerce.

"I do not start with what should be produced. I start with what is stopping the business from growing."

Professional objective

High-impact collaboration with technology companies, ambitious brands and R&D-driven teams where strategy, product, creativity and technology operate as one system.

Ahmadreza Motamed

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dpixreality.com