# Kimiya Maghsoodi
## UX / UI Designer

I'm a detail-oriented designer with a strong background in visual design and practical expertise in user research. I collaborate seamlessly with product teams to deliver impactful solutions.

The Netherlands
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Portfolio
LinkedIn
Dribbble

## Education

### Creative Media and Game Technologies
Saxion University of Applied Science
*Enschede, The Netherlands*
*September 2021 - July 2023*

### Master of Art in Graphic Design
Alzahra University
*Tehran, Iran*
*January 2014 - June 2016*

### Bachelor of Science in Urban Design
University of Art
*Tehran, Iran*
September 2009 - July 2013

## Tools and Skills

### Tools
. Figma
. Adobe Photoshop
. Adobe Illustrator
. Miro
. Maze
. Jira

### Expertise
. Design systems
. B2B
. B2C
. Agile
. Remote teams

### Soft skills
. Design thinking
. User-centric mindset
. Analytical thinking
. Problem-solving
. Teamwork
. Adaptability
. Detail oriented

### Hard skills
. User research
. Accessibility
. User journey maps
. A/B Testing
. User flow
. Wireframes
. Prototyping
. Responsive design

## Languages

### English
Full professional proficiency

### Dutch
Intermediate proficiency (B1)
*Actively learning*

### French
Limited working proficiency

### Persian
Native

## Experience

### UX Designer, Harajim.ir
*Remote / August 2024 – Present*

- Led the **end-to-end UX design process**, creating user flows, interactive prototypes, and intuitive interfaces to enhance user experience.
- Conducted **JTBD interviews** and **usability testing** to understand needs and validate designs.
- **Mapped user journeys** for sellers and bidders to streamline interactions and enhance the experience.
- Worked in an **agile environment**, collaborating closely with **developers** and **iterating rapidly** based on user feedback and business goals

### UX Lecturer , Saxion University of Applied Science
*Enschede, The Netherlands / May 2024 – Feb 2025*

- Delivering lectures and leading classroom discussions on **behaviorism**, **user research**, **usability testing** and storytelling.
- Guiding **UX students** on their ongoing design projects and directing them toward the standard UX design approach and **design thinking** principles.

### UX Designer (Graduation project), Studyportals
*Eindhoven, The Netherlands / March 2023 – Aug 2023*

- Created a **new Design System** in **Figma** both for B2B and B2C portals resulting in a 100% boost in faster product delivery.
- Created new **onboarding** and **workflow** documents, resulting in a 60% reduction in the time for new designers to become fully productive.
- Facilitated **workshops** for designers and developers to ensure a seamless transition to the new workflow and received 100% positive feedback.
- Performed unmoderated **usability tests** with **Maze** to validate design choices on the Study page

### UX / UI Designer, Awaves
*Enschede, The Netherlands / Nov 2022 – March 2024*

- Created **interactive prototypes** showcased to potential investors.
- Implemented a user-centric approach by creating **tone** and **copy** aligned with Awaves mission and objectives, resulting in a **69% increase in user engagement** on social media in the first month.
- Conducted **A/B tests** and **usability tests** for different versions of the design process
- Worked closely with developers to translate UI assets into **developer-friendly** requirements.

### Graphic Designer
*Tehran, Iran / July 2018 – May 2021*

As a visual designer, I worked with different companies and clients ranging from e-commerce to social media agencies. I created **brand identities**, **design guidelines** and high-quality **visual assets for web** and **marketing campaigns**.