



# Khoshnaz Kazemian

Senior Product Designer

## Work Experience

### Senior Product Designer

ChargeX GmbH

- Reduced **EV B2C app** charging initiation time by **40%** with streamlined flows.
- Cut admin onboarding time by **50%** (7 min → 3.5 min).
- Lowered onboarding retries by **42%**, improving first-attempt success.
- Decreased support tickets by **37%** with **SaaS B2B dashboards**, enabling new customer segments.
- Cut design & development time by **30%** by building a **scalable design system** with consistent UI.

### Senior Product Designer

NovinArka Holding

- Increased **conversion** by **40%** with high-converting landing pages; secured long-term clients.
- Drove **22% higher order value** with responsive **e-commerce** platform; enabled B2B expansion.
- Boosted **engagement** by **60%** redesigning 10+ departmental sites; improved accessibility & brand.

### Mid-level Product Designer

Defraged

- Led Quddy's **0→1** product vision, driving cross-functional alignment.
- Increased reward redemption **62%** and weekly scans **42%** in 3 months with **gamified** scanning.
- Delivered **2.3x richer** insights and **35% higher** redemptions, strengthening partner retention.

### Mid-level Product Designer

Address Click

- Built a **scalable design system** for a **large-scale B2B/B2C marketplace**, boosting UI consistency and reducing design debt across **10+ modules**.
- Cut iteration cycles by **25%** by leading the shift from Adobe XD to Figma, improving collaboration.

### Junior Product Designer

Dr. Kermany

- Increased global users by **38%** with **B2C** healthcare apps for personalized fitness and nutrition.
- Improved products by translating user feedback into enhancements cross-functionally.

## Freelance Projects

### Product Designer

SenseNet Inc.

Vancouver, Canada | Sep 2022 – Dec 2023

- Improved alert recognition speed **40%** and cut incident reporting from **18 → 11.5** min with wildfire monitoring dashboard (**B2B SaaS**).
- Reduced inconsistencies **85%** and handoff revisions **30%** via standardized design system.
- Boosted task accuracy **28%** with role-specific UX for security, and monitoring platforms.

### Product Designer

Karakoo GmbH

Wiesbaden, Germany | Jun 2020 – Apr 2021

- Led Lixer's **0→1** product vision, taking the community platform from concept to prototype.
- Reduced late-stage rework by leading **mixed-method research** to validate design hypotheses.
- Increased early user **engagement** **35%** with gamified smoking reduction flows in pilot tests.

### Product Designer

Qoo Studio

Toronto, Canada | Feb 2019 – May 2020

- Defined UX strategy and ran **stakeholder workshops**, shaping a roadmap that enabled key VR feature rollouts.
- Improved property exploration with immersive, **conversion-focused VR UI**.
- Increased mobile **engagement** **28%** by delivering a **WCAG-compliant**, multi-device experience.

## Contacts

✉ [Khoshnaz.k76@gmail.com](mailto:Khoshnaz.k76@gmail.com)  
🌐 [khoshnazdesign.com](http://khoshnazdesign.com) (Portfolio)  
linkedin [LinkedIn](#)  
adplist.org [adplist.org](#)  
📍 Am Lohgraben 30,  
57074 Siegen, Germany (Flexible to relocate)

## Education

### Master's Degree in Human Computer Interaction (HCI)

Universität Siegen

### Bachelor's Degree in Computer Software Technologie Engineering

Technical and vocational college

## Hard Skills

### Design Skills

End-to-end Design . B2B SaaS & B2C . UX Research . Interaction design . Responsive design . Wireframing . Rapid Prototyping . User Persona . User Flows . Usability testing . Journey Mapping . Gamification . Information Architecture . Color Psychology . Typography . Accessibility WCAG . Design Systems . 0→1 Builder

### Qualitative Research Skills

User Interviews . Focus Group . Discovery workshops . Heuristic Evaluation . Ethnographic Research . Insight Translation . Affinity mapping

### Quantitative Research Skills

Statistical Analysis . Survey Design . Funnel & Conversion Analysis . Growth Metrics . A/B Testing . Data-informed Iteration

### Tools

Figma . Adobe XD . Hotjar . Google Analytics . Maze . Miro . Zeplin . InDesign . Jira . Sketch . Visual Studio Code . Mixpanel

### AI-Assisted Tools

ChatGPT . Claude . MidJourney . Lovable . Magic Patterns . Bolt . Cursor . NotebookLM . Gemini . GitHub Copilot . Subframe . Figma AI . Miro AI

### Programming

Familiar with Android . C# . XML . PHP . HTML .

## Soft Skills

Problem-Solving . Strategic Decision-Making . AI-Driven Design Thinking . Storytelling . Time Management . Agile & Iterative Mindset . Attention to Detail . Analytical Thinking . Cross-Functional Collaboration . Stakeholder Alignment . Adaptability . Growth Mindset . Product-Led Growth

## Mentoring

### Mentoring at adplist.org

Aug 2021 - Present

## Languages

Persian (Native)  
English (Fluent)  
German (Intermediate)