



Khoshnaz Kazemian

Senior Product Designer

Work Experience

Senior Product Designer

Munich, Germany | Aug 2023 – Aug 2025

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

Tehran, Iran | Jan 2021 – July 2023

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

Madrid, Spain | Mar 2019 – Jan 2022

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

Tehran, Iran | Jan 2020 – Jan 2021

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/Mid Product Designer

Tehran, Iran | Jan 2016 – Jan 2020

Kermani Health Group

- 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

Vancouver, Canada | Sep 2022 – Dec 2023

SenseNet Inc.

- 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

Wiesbaden, Germany | Jun 2020 – Apr 2021

Karakoo GmbH

- 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

Toronto, Canada | Feb 2019 – May 2020

Qoo Studio

- 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

🌐 khoshnazdesign.com (Portfolio)

🌐 [LinkedIn](https://www.linkedin.com/in/khoshnazkazemian/)

🎧 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

Programing

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)