Khoshnaz Kazemian
Senior Product Designer

Contacts

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- in LinkedIn
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Work Experience

Senior Product Designer
ChargeX GmbH
Munich, Germany | Aug 2023 – Aug 2025

- 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
Tehran, Iran | Jan 2021 – July 2023

- 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
Madrid, Spain | Mar 2019 – Jan 2022

- 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 **2.3× richer** insights and **35%** higher redemptions, strengthening partner retention.

Mid-level Product Designer
Address Click
Tehran, Iran | Jan 2020 – Jan 2021

- 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
Kermani Health Group
Tehran, Iran | Jan 2016 – Jan 2020

- 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

Founding 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.

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)