



Khoshnaz Kazemian

Senior Product Designer (AI-native)

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.
- Reduced support tickets related to active charging sessions by **60%**.
- Cut admin onboarding time by **50%** (**7 min → 3.5 min**).
- Boosted error recovery success from **~40% to ~85%**.
- Enabled **expansion into 3 new customer groups** through a role-based dashboard architecture.
- 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 **2.3× 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

Founding 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

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 · 0→1 Builder · B2B SaaS · UX Research · Interaction Design · Information Architecture · User Flows · Rapid Prototyping · Usability Testing · Design Systems · Accessibility (WCAG) · Responsive Design · Product Strategy · Data-Dense UI · AI-Assisted Design · AI-Native Design · AI Feature/Workflow Design

UX Research (Qual & Quant)

Funnel & Conversion Analysis · Growth Metrics · Usability Testing · A/B Testing · Survey & Interview Design · User Persona Development · Ethnographic Research · Affinity Diagramming · Heuristic Evaluation · Thematic Analysis

Tools

Figma · Miro · Notion · Jira · VS Code · Mixpanel · Google Analytics · Maze · Hotjar · Amplitude · Granola · Zeplin · Slack · Confluence

AI-Assisted Tools

Claude (Code) · Cursor · ChatGPT · Gemini · GitHub Copilot · NotebookLM · Vibe Coding (Cursor, V0, Lovable, Bolt) · Figma Make · Midjourney · Agentic Workflows

Programing

Familiar with HTML · CSS · Tailwind CSS · JavaScript · React · Git · Visual Studio Code

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)