



Khoshnaz Kazemian

Senior Product Designer (B2B/B2C/SaaS, AI-native)

Work Experience

Senior Product Designer

Munich, Germany | Aug 2023 – Aug 2025

ChargeX GmbH

- As solo designer, led the **B2C** charging-flow redesign, using product analytics, support patterns, and user feedback to prioritize the highest-friction problems and ship iterative improvements; that **cut charging start time** by **40%** and related support tickets by **60%**.
- Reworked **B2B admin onboarding**, using drop-off data and session recordings to pinpoint friction, then redesigning the affected steps and running **edge-case tests** before release; **cut onboarding** from **7 to 3.5 min** and **raised recovery success** from **~40% to ~85%**.
- Drove the shift to a role-based dashboard architecture**, mapping different customer workflows, and aligning stakeholders on the **scalability trade-off**; enabled expansion into **3 new customer groups**.
- Built and evolved the **design system** with engineers as the products grew, creating reusable patterns across the app and dashboard and **reducing design-to-development delivery time** by **30%**.

Senior Product Designer

Tehran, Iran | Jan 2021 – July 2023

NovinArka Holding

- Redesigned landing journeys, contributing to **40% higher conversion**.
- Designed responsive **e-commerce**, increasing order value by **22%**.
- Led UX and responsive redesigns across **10+ internal** digital products, improving engagement by **60%** while strengthening accessibility and brand consistency.

Mid-level Product Designer

Madrid, Spain | Mar 2019 – Jan 2022

Defraged

- Led Quddy's **0-to-1 design** from concept to launch.
- Increased weekly receipt scans by **42%** through **gamified flows**.
- Increased reward redemption by **62%** within three months.
- Increased user engagement, generating richer purchase data for B2B partner reporting.

Mid-level Product Designer

Tehran, Iran | Jan 2020 – Jan 2021

Address Click

- Built a scalable design system across **10+ B2B2C marketplace** modules.
- Improved UI consistency and reduced design debt.
- Led the company's Adobe XD-to-Figma migration.

Junior/Mid Product Designer

Tehran, Iran | Jan 2016 – Jan 2020

Kermani Health Group

- Designed **B2C** fitness and healthcare apps, growing active users by **38%**.
- Improved new-user conversion by simplifying entry and onboarding flows.
- Used feedback and behavioral data to build **habit-forming flows** that supported **retention**.

Freelance Experience

Founding Product Designer

Vancouver, Canada | Sep 2022 – Dec 2023

SenseNet Inc. (Part-time)

- Improved **alert recognition speed** by **40%** in a monitoring dashboard.
- Cut incident reporting time from **18 to 11.5 minutes**.
- Designed a **two-sided platform** for B2B admins and B2C end users.
- Improved **task accuracy** by **28%** through **role-based workflows**.

Product Designer

Wiesbaden, Germany | Jun 2020 – Apr 2021

Karakoo GmbH (Part-time)

- Led Lixer's **0-to-1** design from concept to prototype.
- Reduced late-stage rework through mixed-method research to validate design hypotheses.
- Increased pilot engagement by **35%** through **gamified flows**.

Product Designer

Toronto, Canada | Feb 2019 – May 2020

Qoo Studio (Part-time)

- Defined UX strategy for an **immersive** real-estate platform.
- Led workshops that shaped the product roadmap.
- Delivered an **WCAG-compliant, multi-device experience**.

Contacts

- Khoshnaz.k76@gmail.com
- khoshnazdesign.com (Portfolio)
- [LinkedIn](https://www.linkedin.com/in/khoshnazkazemian)
- github.com/KhoshnazKazemian
- Germany

Education

Master's Degree in Human Computer Interaction (HCI)
Universität Siegen

Bachelor's Degree in Computer Software Technologie Engineering
Technical and vocational college

Core Expertise

Product Design & Strategy

End-to-End Design · 0-to-1 Builder · B2B SaaS · Interaction Design · Data-Dense UI · Enterprise UX · Information Architecture · Rapid Prototyping · Design Systems · Accessibility (WCAG) · Responsive Design · Complex Workflow Design

AI Product Design

Human-AI Interaction · Generative AI · Agentic Workflows · AI Prototyping · Human-in-the-Loop Experiences · Design-to-Code Workflows

UX Research (Qual & Quant)

User Interviews · Funnel Analysis · Growth Metrics · Usability Testing · A/B Testing · Survey Design · Concept Testing · User Persona Development · Product Analytics · Heuristic Evaluation · Thematic Analysis

Design Tools

Figma · Miro · Notion · Jira · Granola · Mixpanel · Google Analytics · Maze · Hotjar · Amplitude · Dovetail · optimizely · Storybook

AI & Prototyping

Claude (Code, Cowork) · Cursor · Codex · Gemini · GitHub Copilot · NotebookLM · Lovable · Figma Make · Paper · ChatGPT

Technical Fluency

Familiar with HTML · CSS · Tailwind CSS · JavaScript · React · Git

Collaboration

Cross-functional Collaboration · Stakeholder Alignment · Workshop Facilitation · Product Storytelling · Design Critique · Problem-Solving · Agile & Iterative Mindset · Adaptability

Mentoring

Design Mentor at adplist.org

Delivered 1,000+ minutes of one-to-one product design mentoring
2021 - Present

languages

Persian (Native)
English (Fluent / C1)
German (Basic / A2, currently learning)