Kimiya Maghsoodi

UX / UI Designer

I'm a detail-oriented designer with a strong background in visual design and practical expertise in user research. I collaborate seamlessly with product teams to deliver impactful solutions.

Enschede, The Netherlands

+31683256529

Maghsoodi.kimiya@gmail.com

Portfolio

LinkedIn

Dribbble

Work Experience

May 2024 – Present
Enschede, The Netherlands
Saxion University of Applied Science
Creative Media and Game Technologies

UX Lecturer

- Delivering lectures and leading classroom discussions on topics such as **behaviorism**, **user research**, **usability testing** and visual design.
- Providing guidance to **UX students** on their ongoing design projects and directing them toward the standard UX design approach and **design thinking** principles.

Nov 2022 – March 2024
Enschede, The Netherlands
Awaves
Ai-powered DJ and mashup startup

UX / UI Designer

- Created **interactive prototypes** showcased to potential investors.
- Implemented a user-centric approach by creating **tone** and **copy** aligned with Awaves mission and objectives, resulting in a **69% increase in user engagement** on social media in the first month.
- Conducted **A/B tests** and **usability tests** for different versions of the design process
- Worked closely with developers to translate UI assets into **developer-friendly** requirements.

March 2023 - Aug 2023
Eindhoven, The Netherlands
Studyportals
International study choice platform
B2B, B2C

UX Designer *(Graduation Project)*

- Created a **new Design System** in **Figma** both for B2B and B2C portals resulting in a 100% boost in faster product delivery.
- Created new **onboarding** and **workflow documents**, resulting in a 60% reduction in the time for new designers to become fully productive.
- Facilitated **workshops** for designers and developers to ensure a seamless transition to the new workflow and received 100% positive feedback.
- Performed unmoderated **usability tests** with **Maze** to validate design choices on the Study page

Sep 2020 - May 2021
Tehran, Iran
Ashano
Monthly book subscription service

Art Director

- Created a powerful **brand identity** based on corporate goals and vision.
- Ensured a high standard of visual execution across **marketing campaigns** increasing social media engagement by 80%.
- Effectively led and **managed a remote team** of designers, maintaining high productivity.

Aug 2020 - May 2021
Tehran, Iran
Login Team
Advertising agency

Graphic Designer and Social Media Manager

- Produced high-quality **visual assets** for clients, effectively promoting their products.
- Developed creative **social media strategies** for clients, resulting in a 50% increase in engagement on average.

July 2018 - June 2020
Tehran, Iran
Uniti by Babak Vosoughi
Retail clothing line

Digital Designer

- Established **design guidelines**, typography, and colors to maintain a cohesive **visual identity**.
- Created visually appealing and **user-centric designs** for the **website** and catalogues.
- Created high-quality **visual content**, such as images, promotions, invitations, and banners

Education

September 2021 - July 2023 Enschede, The Netherlands	**Creative Media and Game Technologies** *(Short degree program)* Saxion University of Applied Science
January 2014 - June 2016 Tehran, Iran	**Master of Art in Graphic Design** Alzahra University
September 2009 - July 2013 Tehran, Iran	**Bachelor of Science in Urban Design** University of Art

Tools and Skills

Tools	Figma, Adobe CC, Miro, Maze, Hotjar, Jira, Sketch
Soft Skills	Design thinking, User-centric mindset, Analytical thinking, Problem-solving, Time management, Teamwork, Adaptability, Critical thinking, Detail oriented
Hard Skills	Design system, User research, Accessibility, Personas, Usability test, User journey maps, A/b testing, Site map, User flow, Wireframe, Prototyping, Responsive design
Expertise	Design systems, B2B, B2C, Agile, Remote team

Languages

English	Dutch	French	Persian
Full professional proficiency	Elementary proficiency (B1) *Actively learning*	Limited working proficiency	Native

Other Activities / Volunteer Work

May 2022 - Present Enschede, The Netherlands	**Art Teacher** *(Volunteer)* Twente International School
September 2010 – July 2021 Tehran, Iran	**IB Visual Art Teacher** Mahdavi International School
October 2015 – March 2016 Tehran, Iran	**Social Media Manager** *(Volunteer)* Aiesec
1991 - Present	**Professional Pianist**
June 2014 - Present	**Piano Teacher**