Kimia Talaee

Senior Product Designer | 6+ Years Experience

📍 Amstelveen, The Netherlands

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🌍 [Portfolio](#) | [LinkedIn](#) | [Behance](#)

Core Skills

Hard Skills

- **Design & Prototyping:** Figma, Sketch, InVision, Adobe Suite (Photoshop, Illustrator)
- **Research & Analytics:** A/B Testing, Usability Testing, Heatmaps (Hotjar, Clarity)
- **Design Systems & UI/UX:** Interactive Prototyping, User Journey Mapping, Wireframing
- **Data-Driven Design:** Persona Development, Information Architecture, Accessibility

Soft Skills

- Cross-functional team collaboration (Engineering, Product, Marketing)
- Translating insights into business solutions
- Stakeholder workshops & design kickoffs
- Agile & Lean UX methodologies

Experience

Product Designer | FeelGroup

Amsterdam, The Netherlands | Aug 2023 – Present

- **Spearheaded user navigation** in the **FeelConnect App**, leading to **100K+ installs** and increasing **user retention by 35%**.

- **Integrated** advanced haptic wellness solutions, **boosting feature engagement by 45%** through personalization and custom settings.

- **Revamped** user settings to minimize drop-offs, **reducing churn by 5%** and boosting customer satisfaction.

- **Orchestrated** AI-driven enhancements in FeelMe AI, integrating **Robotics, AR, and VR**, leading to a **28% increase in user session duration** and a **22% rise in subscription renewals**.

- **Transformed collected data** from **comprehensive user research** into **actionable insights**, improving feature adoption by **30%**.

- **Crafted** a scalable interactive design system, ensuring **UI consistency** and cutting **design-to-development turnaround time by 40%**.

- **Facilitated** weekly cross-functional meetings with engineering, marketing, and UX teams, aligning **technical feasibility with user needs** and increasing satisfaction scores by **25%**.

- Created fully **functional prototypes** for testing and validation, **increasing user interaction by 38%**.

UI/UX Designer | Doctoreto

Tehran, Iran | Feb 2022 – Jan 2023

- **Redesigned** key touchpoints, leading to a **2M+ increase in website traffic** and a **42% rise in patient-specialist connections**.

- **Established** structured access hierarchies for the admin panel, improving security and usability across **5+ access levels**.

- **Optimized** platform accessibility, increasing engagement by **50%** for **17,000+ medical specialists**.

- **Launched** three medical service platforms (C2C Marketplace, CRM Panels, Specialist App), **reducing onboarding time by 35%**.

- **Conducted** usability testing with **50+ diverse participants**, refining UI elements that **improved customer satisfaction scores significantly**.
- **Established** a detailed design style guide, ensuring consistency across platforms and cutting revision time **by at least one full week per project**.

UI/UX Designer | PARS DATA

Tehran, Iran | Nov 2020 – Feb 2022

- **Architected an efficient management dashboard** for **5,000+ merchants**, streamlining operations and improving workflow efficiency **by 50%**.
- **Redesigned user journeys and information architecture**, reducing complexity in the **digital wallet app by 30%**.
- **Built a scalable design system**, increasing **productivity and consistency by 60%**.
- **Enhanced retailer interaction by 50%**, resulting in a **seamless B2B experience**.
- **Introduced prioritized features**, reducing **user complaints by 20%** based on data-driven insights.

Junior UI/UX Designer | Kerten Hospitality

Dublin, Ireland | Dec 2019 – Nov 2020

- **Designed and refined prototypes** for hotel booking apps, decreasing **design revisions by 10%**.
- **Developed a user-friendly food-ordering app**, increasing downloads by **40%** and improving user retention.

Freelance Projects

- **MT Reinigung (Cologne, Germany)**: Designed an **online service platform**, boosting **lead generation by 30%**.

- **Lian College (Tehran, Iran)**: Created a user-friendly **e-learning platform**, improving **customer satisfaction by 80%**.

Education & Certifications

Bachelor of Architecture | Tehran, Iran

📜 **Certifications:**

- **Conducting Usability Testing** (IxDF, 2021)
- **Web Design for Usability** (IxDF, 2021)
- **Become a UX Designer from Scratch** (IxDF, 2021)