MARYAM DALIL KOUHI
UX/UI Designer

EXPERIENCE

KPMG Belgium
JAN 2023 - PRESENT

UX/UI Designer

Project: Belgian Federal Government Health Agency

- Conducted **+6** in-depth **usability test sessions** to gather valuable user insights and evaluate the existing website experience.
- Analysed **website analytics data** to uncover user behaviours and journey patterns.
- Enhanced data discoverability by spearheading the **information architecture, visual design, and interaction design.**
- Developed **high-fi wireframes** to visualize and refine design concepts.
- **Collaborated with stakeholders and developers** to strategically plan and prioritize **project goals and initiatives.**

Projects: Two Major Banks

- Conducted **user interviews** to understand users needs and challenges in order to create **personas** and transform user data into insights.
- Optimized the **mortgage simulation journey** for different personas by conducting three workshops with client.
- Worked directly with clients, designed the end-to-end mortgage simulation by rapidly **developing high-fi prototypes on Figma**.
- Led **+10 usability tests**, achieving **95%** user satisfaction for visuals and experience.

Innovation advisor

- **Leading Design Thinking training** at KPMG Belgium to foster a user-centric approach to problem-solving.
- **Supporting project management for** an EU Commission project and building expertise in the **drone** and **mobility** industry to advance emergency response.
- **Implementing Service Design practices at KPMG globally,** building a strong network, sharing best practices, and defining standardized methodologies.

UX/UI Designer | Freelance
JUN 2021 - JAN 2023

Brussels, Belgium

Mentobi.com

- Conducts **5+ hours of the interview** to identify **users' needs.**
- **Conducted surveys and analyzed corresponding data in Excel.**
- Creates **User Flow** to map out how the persona navigates through the design to accomplish their desired goals.
- **Prototypes +40** low & high fidelity **wire-frames**.

EDUCATION

Master of Economics
SEP 2017 - SEP 2020

University of Tehran

B.S. of Economics
SEP 2014 - SEP 2017

Shiraz university

UX/UI Design candidate
JUN 2021 - DEC 2021

UXland online school - Seattle

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SKILLS

Design

Figma • Collaborative Ideation • Wireframing • Data Visualization • Rapid Prototyping • Information Architecture • Product Strategy • Interaction Design • Visual Design • Service Design

Qualitative Research

Focus Groups • Design Evaluation • Ethnographic Research • Task Analysis • Contextual Inquiry • Affinity Diagramming • Heuristic Evaluation

Quantitative Research

Surveys • Data Analysis • Experiment Design • A/B Testing

CERTIFICATIONS

IDEO U

Human-Centered Service Design

IxDF

Design Thinking • Mobile UX Design • Visual Design • Agile Methods for UX Design • Service Design

The Designership

Ultimate Figma & UI Masterclass

Accenture

Digital Skills: User Experience

Udemy

Figma Megacourse

LANGUAGES

English (Fully proficient)

Persian (Native)

Dutch (A2)