

# MARYAM DALIL KOUHI

UX/UI Designer

## EXPERIENCE

### KPMG Belgium

JAN 2023 - PRESENT

#### UX/UI Designer

- Delivered **end-to-end design solution** for **Belgian Federal Government Health Agency**, facilitating the seamless onboarding of 20 employees during the first quarter post-launch. Additionally, presented design work to management and leadership stakeholders, **securing 5% increased budget allocation** for further project development.
- Led and transformed a major bank mortgage simulation journey by working directly with client, conducting **9 usability testing sessions**; resulting in a reduction application completion time from 2.1 minutes to 1.3 minutes.
- Redesigned an insurance platform by mapping user journeys and analysing a year's worth of **Google Analytics data**, leading to a **15% increase in lead generation**.
- Optimized the process of finding a suitable insurance broker by **23%** by expanding the search engine with **4 additional options**.
- Finalized a project a week sooner than expected by rapidly developing **high-fi mockups** and **prototypes** and managing the **design research**.

#### Innovation advisor

- Led 20 **Design Thinking training sessions** at KPMG Belgium to foster a user-centric approach to problem-solving, guiding teams through user research, ideation, and prototyping.
- Drove the implementation of **Service Design** practices globally at KPMG, fostering collaboration **across multi-disciplinary teams in 10 countries**.
- **Mentoring** junior advisors and interns, providing guidance across multiple projects, advocating user-centered design processes, and a culture of UX excellence.
- **Supporting project management** for an EU Commission project and building expertise in the **drone** and **mobility** industry.

### Product Designer | Freelance

JUN 2021 - DEC 2022

#### Mentobi - a parenting platform

- Designed 3 main features by conducting 5+ hours of interviews, developing **persona**, **information architecture**, and executing rapid prototyping.
- **Collaborated with developers** to design an iOS and Android app, as well as a web application, which was built using React Native.
- Implemented a color psychology strategy by aligning CTA button colors with **brand identity**, validated through heatmaps and click-through rate analysis, resulting in a 16% increase in checkout completion.

## 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 • Wireframing • Data Visualization • Prototyping • Information Architecture • Product Strategy • Interaction Design • Visual Design • Service Design • Atomic Design System • HTML5 • CSS3

### Qualitative Research

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

### 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)