

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.
- 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 analyzing 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**.
- Facilitated 15 Design Thinking workshops to identify client needs and challenges, enabling the development of innovative **AI solutions** across 6 sectors.
- 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 **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

University of Tehran

SEP 2017 - SEP 2020

B.S. of Economics

Shiraz university

SEP 2014 - SEP 2017

UX/UI Design candidate

UXland online school - Seattle

JUN 2021 - DEC 2021

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SKILLS

Design

Figma • Wireframing • Data Visualization • Prototyping • Information Architecture • Product Strategy • Interaction Design • Visual Design • Service Design • Atomic Design System

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)