KOUROSH GHAREHDAGHI / Digital Designer

Apr-1991

With over 5 years of experience in interaction design and digital experience, Experienced Service Design and UX Designer with a strong background in project management, user research, prototyping, and stakeholder management. I am a skilled UX/UI designer with a passion for using technology to solve problems and create meaningful solutions.

EXPERIENCE

Footbar & KNVB. UX/UI Designer

Sep 2022 - Feb 2023 | Amsterdam.NL

- Led project planning and tracking utilizing Agile methodology for a team of 5.
- Conducted desk research, co-design sessions, and user testing (including a/b testing and focus groups) with over 50 users.
- Worked with key stakeholders to define project needs and criteria.
- Created lo-fi and hi-fi prototypes.

MOREVA. Freelance UX/UI Designer

Jun 2021 - Sep 2022 | Leiden.NL

- Led web/app design projects for 6 local businesses, resulting in a 15% increase in online sales and customer engagement.
- Recruited and managed a team of 5 technical members based on project needs.
- Designed branding, user experience, and visual designs for 5 websites, which led to increased website traffic and user engagement.

Transform City. Digital Designer

Dec 2020 - Jun 2021 | Amsterdam.NL

- Utilized phigital tools to empower communities (bottom-up development).
- Conducted co-design sessions and stakeholder interviews to identify the problem area, as a result, community participation and engagement increased.
- Designed and developed 7 physical interactive toolkits and defined the user journey.
- Conducted several user testing sessions and iterations of the concept.

Goldin. UX/UI Designer

May 2019 - Oct 2019 | Tehran.IR

- Designed landing pages and new launched crypto wallets, including exchanges, resulting in a 20% increase in user acquisition and revenue.
- Designed branding, marketing, user experience, and visual designs for the new wallet.

Shahr Bank. UX/UI Designer

Dec 2018 - Jun 2019 | Tehran.IR

- Redesigned Shahr Bank's online lending platform service, resulting in a 40% increase in loan applications and a 20% decrease in customer complaints.
- Created a new information architecture schema and content strategy, resulting in a 50% increase in user engagement and satisfaction.
- Designed sketches, flow diagrams, wireframes, and mockups.

NEELOO studio. UX/UI Designer

Feb 2015 - Aug2020 | Tehran.IR

- Co-founder and UX/UI designer at NEELOO studio
- Collaborated with +12 tech startups and local companies
- Assessed current products and suggested design alternatives to answer user demands and business difficulties

EDUCATION

Data Driven Transformation (20 weeks)

2022 - 2023

Post graduation project

Master of Digital Design

2020 - 2021

Amsterdam University of Applied Sciences

Industrial Design (BA)

2017-2020

Azad Central Tehran University

Human-Computer Interaction

2019-2020

Interaction Design Foundation

Industrial Design Course(404 hours)

2014-2015

Professional Education Center of Iran

SKILLS

Soft Skills

User Research
User journey / Personas / Experience maps
Information Architecture
Agile/Scrum
Usability
Trend benchmarking
Lo - Hi fidelity prototypes
Testing
Observation
Product Design (Full-stack)

Hard Skills

Figma / Adobe XD / Sketch
Adobe Creative Suite
Storyboards / Mockups / Wireflows
Html/CSS/JavaScript
Team Collaboration Tools(Slack, Notion, ...)
Rhino 3D
Keyshot
SketchUp

Languages

English (Fluent)
Farsi (Native)
Turkish(Native)

Online Portfolio
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