

Nargess Shabani

Amsterdam • (+31) 621384700
nargess.shab@gmail.com
www.thekolorz.com

Professional Summary

As a Senior Product Designer with 5 years of experience across fashion, telecom, retail, sports, and music. After six years in Italy, I moved to the Netherlands. In the past three years, I've worked with three companies, including Ludimos, where, as Head of Design, our team earned recognition from Microsoft and Cricket Australia for exceptional UX design. I also led the redesign of the Clefer app, achieving over 100 users at launch. I specialize in user-centric, innovative designs for mobile and desktop applications.

Awards

Recipient of the 2021 best UX Design
Awarded by HCL and Microsoft Australia

Languages I speak

Persian _ Native speaker
English _ Advanced
Italian _ Intermediate
Dutch _ Beginner
Deutch _ Beginner
Chinese _ intermediate

Skills

Comfortable prototyping with **Webflow**
Good knowledge of **A/B testing, and Design methodologies.**
Good knowledge of **user and business strategy and user research**
Good knowledge of **creative production using Adobe suite**
Comfortable using **AI tools such as Adobe AI (photoshop), Mid journey and Chatgpt.**
Excelent at creating and working with **design systems such as IOS and google material.**

work experience

Senior product designer

Oct 2023 - Present

Clefer Practice Piano App , Den bosch - Netherlands

Music , Education
B2B and B2C SAAS

- App Redesign: Led a clear, scalable, and inclusive mobile app UX and UI design and relaunch in 3 months.
- Team Collaboration: worked in agile with sound engineers, data scientists, and the product manager on design solutions.
- User Testing: Conducted weekly Figma-based user testing and A/B testings plus presenting the results to the team and stakeholders
- Content Tool: Designed a tool for arrangers and teachers, featuring dashboards, music notation, and task management.
- User growth: with the new designs growth of users from 0 to 400 in 8 months
- B2B Expansion Idea: Created the scope and designed teacher-student features to drive growth from B2B

Senior UX&UI designer

Nov 2022 - Oct 2023

Mce group , Amsterdam - Netherlands

Finance & Blockchain

- Led web app and landing page design using webflow from concept to launch
- Consulted on branding for Web3 clients.
- Utilized Figma and other design tools to create prototypes and implement design systems, ensuring consistency and usability across all platforms.

Head of design

Dec 2021 - Oct 2022

Ludimos , Utrecht - Netherlands — **Sport tech -B2B SAAS**

- Delivered high-quality UI and UX designs for mobile & desktop applications, contributing to a 30% growth in user base and 50% in active Webapp sessions ,"video analytics".
- Expanded the service in 10+ countries. Onboarded 5 national teams.
- 30% growth in Monthly recurring revenue, rising from $30,700 to $40,000 over a span of 6 months post-implementation.
- Conducted user research and A/B testing to validate design decisions, leading to a 50% increase in user engagement.
- Managed a design roadmap, balancing short-term deliverables with long-term strategic goals.

Senior product designer

Dec 2021 - Oct 2022

- Collaborated with product teams, mentored junior designers, and implemented a new design system for improved usability and accessibility.

Junior UX/UI designer

jan 2019 - July 2021

Spindox S.P.A , Milan - Italy — **Consulting agency**

Wind Tre | VeryMobile.it — **Telecomunication - B2C**

- Collaborated on web and mobile app design, focusing on user experiences.
- Designed UI for mobile and desktop, as well as creative campaigns and e-commerce pages.
- Contributed to brand refinement, established a design system, and recommended tools for cross-company design collaboration.

Valentino — **Fashion- B2C & B2B SAAS**

- Ux/ Ui design of the Sales Assistant's app
- Initial Ui design of Valentino online store Webapp

SIAE Italia

- My focus was on upcoming features for SIAE+, UX research, and UX design alongside working on different UI of SIAE's platforms such as Musica d'ambiente, and Feste Privatè, ...

Creative design Intern

Sep - Nov 2019

77 Agency , Milan - Italy — **marketing & Advertisement agency**

- Ux research for Rado Brand to develope a better user experience for their website and lessen bouncing rate.
- Using Figma to design the high fidelity muti-touchpoint user interface.

Find me here

www.thekolorz.com

Nargess Shabani 爱达

https://www.behance.net/nargessshabani2

Figma community:
https://www.figma.com/@narcisoshab

+31) 621384700
nargess.shab@gmail.com

Education

Fullstack Codemaster Bootcamp (online) **Dec 2020 - Feb 2021**
UTalent Garden, Vienna, Austria
- Expanding my development skills and knowledge. In this 3 months I learned the following: React, Javascript and Version controlling .

Master of Web and digital design **2018 - 2019**
SPD Scuola Politecnico di Design, Milan, Italy
- Learnt the basics of User experience and user interface and put them in use in real projects for Oklay and Prada as univeristy projects
- Learnt about service design and structural UX and business strategy

Master of Environmental design (double degree program with Polimi) **2017 - 2018**
Tsinghua University, Beijing, China
- A joint program with Polimi for a year focused on spatial design and service design

Master of Interior design **2016 - 2020**
Politecnico Di Milano, Mialn, Italy
- Focused on Interior and spatial design plus courses on service design and integration of service into interior design

Bachlor of Interior Architecture **2008 - 2014**
Amin Higher education institute, Esfahan, Iran

Diploma of Mathematic **2004 - 2007**
Safoura High School, Esfahan, Iran

www.thekolorz.com
Nargess Shabani 爱达
https://www.behance.net/nargessshabani2
Figma community:
https://www.figma.com/@narcisoshab
+31) 621384700
nargess.shab@gmail.com