

Nargess Shabani

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Professional Summary

Senior Product Designer with over 5 years of experience crafting user-centric, innovative designs across industries such as telecom, fashion, sports, and SaaS. Expert in developing scalable design systems, leading user research initiatives, and delivering impactful UX/UI solutions for mobile and desktop applications. With 2 years as Head of Design, I successfully implemented UX strategies and completed redesign and relaunch of both app and web platforms, driving enhanced usability and business growth.

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 _ Upper Beginner
Deutch _ intermediate
Chinese _ intermediate

Skills

Proficient in Figma, Webflow, Adobe Suite, and AI tools like MidJourney and Adobe AI.
Expertise in user research, A/B testing, prototyping, and usability testing.
Good knowledge of user and business strategy and user research
Good knowledge of creative production using Adobe suite
Strong focus on user and business strategy for B2B and B2C solutions.
Advanced knowledge of creating and maintaining design systems (iOS and Google Material Design)

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 , A/B testings stakeholder management
- Content Tool: Designed a tool for arrangers and teachers, featuring dashboards and data visualisation, music notation, and task management.
- User growth: with the new designs growth of users from 0 to 400 in 8 months
- B2B Expansion: Created the scope and designed teacher-student features to drive growth from B2B as well as B2C

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

Aug 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 session timeline.
- 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.
- Designed targeted dashboard for the major stakeholder to help optimise decision-making processes
- Managed a team of 4 designers and mentored junior designers,

Junior UX/UI designer

jan 2019 - July 2021

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

Wind Tre | VeryMobile.it — **Telecomunication - E-commerce 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**

-Sales Assistant's app

- Delivered high-quality UI and UX designs for mobile contributing to a 50% efficiency growth following up clients and 40% productive weekly hours leading to 20% more sale

-Valentino My experience online e-commerce

- UX & UI design of e-commerce launching during corona to assist users find the needed product better

SIAE Italia

- UX and UI 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**

- Conducted Ux research for Rado Brand to develop a better user experience for their website and decrease bouncing rate.
- Using Figma to design the high fidelity multi-touchpoint user interface and Adobe suite to create assets for campaigns

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
- Specialized in UX/UI design, service design, and business strategy. Took on designs for real customers such as Oklay and Prada

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 business strategy and service design into interior and spatial spaces

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

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

Certificates

Lean six sigma **Ongoing**
Linkedin certificate

Data-Driven Design: Quantitative Research for UX **Ongoing**
Interaction design foundation

Design thinking **Jan 2024**
Interaction design foundation

Operational excellence foundations **Apr 2018**
Linkedin certificate

Operational excellence foundations **Apr 2018**
Linkedin certificate

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