

Maryam Dalil Kouhi

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Online Portfolio: www.maryamdalil.com

Profile

Senior UX/UI Designer with over **4 years** of experience creating **mobile apps (iOS & Android)**, **desktop websites**, and **software platforms** across **fintech**, **life sciences**, **public sector**, **education**, and **e-commerce**. Experienced in designing complex, end-to-end workflows and collaborating with stakeholders across more than **10 countries** to deliver intuitive and user-centered solutions. Skilled in combining qualitative and quantitative research, creating personas, journey maps, wireframes, and interactive prototypes, and translating insights into scalable and pragmatic design solutions with measurable impact.

Experience

UX/UI Designer, KPMG – Brussels, Belgium

Jan 2023 – Present

- Secured and delivered a **€32K product design project for KPMG Global**, designing an **AI-powered tool** featuring **data-driven dashboards**, set to be **used by over 300K employees worldwide**. Provided strategic input on product direction and strategy, which contributed to **3 additional AI-driven projects** and generated **€75K revenue**.
- Delivered **end-to-end design solutions for Belgian Federal Government Health Agency**, enabling the seamless onboarding of 20 employees during the first quarter post-launch. Presented design work to management and leadership stakeholders, **securing 5% increased budget allocation for further development**.
- Led and transformed a major **bank's mortgage simulation journey** by conducting 9 usability testing sessions, leveraging user feedback to reduce task completion time **from 2.1 minutes to 1.3 minutes**.
- Redesigned an insurance platform through a year's worth of **Google Analytics data** and user research, resulting in a **15% increase in customer acquisition and demand generation**, and a **23% improvement in broker search efficiency**.
- Redesigned KPMG's global ideation tool ahead of schedule by rapidly crafting **high-fidelity UI mockups and prototypes**, conducting early user testing, and iterating designs to accelerate development.
- **Mentored 3 junior UX designers** in usability testing, user interviews, and prototype validation, resulting in faster iteration cycles and higher-quality research insights.

Innovation Advisor, KPMG – Brussels, Belgium

Jan 2023 – Present

- Anticipated the impact of the **European Accessibility Act (EAA)**; collaborated with KPMG partners to design client engagement proposals, **positioning the company to acquire new business opportunities**.
- Led **20+ Design Thinking sessions** at KPMG Belgium, promoting a user-centric problem-solving approach to define and ideate innovative solutions for complex challenges.
- Drove the implementation of **Service Design practices** at KPMG, fostering a customer-obsessed design culture by sharing best practices and shaping **product strategy** with multi-disciplinary teams **across 10 countries**.
- **Facilitated Design Thinking workshops** for **25+ clients** across different sectors, designing user-centered exercises to identify needs and co-create solutions.

Product Designer, Mentobi – Remote

May 2022 – Dec 2023

- Designed solutions from early concept through final implementation for **3 core features** by conducting **10+ hours of user interviews**, mapping user flow, defining information architecture, and **designing 100+ wireframes**.
- Designed **iOS, Android, and web applications**, ensuring a **responsive, consistent multi-platform UX and UI** in collaboration with software developers and engineers, built using **Node.js and React Native**.

Education

University of Tehran, MS in Economics	Sept 2017 – Sept 2020
Shiraz University, BS in Economics	Sept 2014 – Jun 2017
UXland Online School, UX/UI Design Candidate	Jun 2021 – Dec 2021

Certifications

IDEO U: Human Centered Service Design

IxDF: Design Thinking, Mobile UX Design, Visual Design, Agile Methods for UX Design

The Designership: Ultimate Figma & UI Masterclass

Accenture: Digital Skills - User Experience

Udemy: Figma Megacourse

Skills

User Interface Design: Visual Design & Layout, Atomic Design Systems & Style Guides, Responsive & Adaptive Design, Interaction Design, Design Patterns, Low and High-Fidelity Prototyping in Figma, UI Tools & Technical Collaboration, Data Visualization, HTML5

User Experience Design: User Research, Information Architecture, Interaction Design, Wireframing & Prototyping, Usability Testing, UX Strategy & Problem Solving

Qualitative UX Research: Focus Groups, User Interviews, Affinity Diagramming, Contextual Inquiry, Diary Studies, Persona & Journey Map Development, Card Sorting & Tree Testing, Heuristic Evaluation, Maze

Quantitative UX Research: Experiment Design, Surveys & Questionnaires, Analytics & Metrics Tracking, Heatmaps & Clickstream Analysis, Usability Metrics, Data Analysis, Google Analytics, A/B Testing

Languages

English: Fully proficient

Persian: Native

Dutch: Intermediate