# Kimia Abbasian
UX/UI Designer

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## About me

UX/UI designer with 3+ years of experience in app design, user research, prototyping, and accessibility, proficient in agile methodology, WCAG standards, inclusive design, and web development, focused on delivering intuitive and visually engaging solutions.

## Work Experience

**SoftSky App LTD,** United Kingdom                                   **Sep 2023 – present**

UX/UI Designer and Researcher

- Led end-to-end design for the B2C JointBudget, ensuring seamless user experience from concept to implementation.
- Facilitated requirement gathering with stakeholders and cross-functional teams, delivering user-centered solutions.
- Conducted concept testing, improving feature alignment by **25%** with development teams.
- Created a cohesive **scalable design system** with **WCAG** standards and inclusive design principles.
- Presented research findings through detailed storytelling and interactive stakeholder presentations.
- Redesigned SoftSky website, simplified navigation, **boosting conversions by 3%** using Google Analytics.
- Crafted a user-friendly landing page for JointBudget that emphasized essential features and benefits.

**Chapemehr,** Iran                                                   **Oct 2021 – Dec 2022**

Junior UI/UX designer

- Planned and ran user research studies, resulting in an **8% reduction** in cart abandonment rates.
- Facilitated competitive **benchmark analysis**, comparing our product's user experience with successful competitors to identify improvements.
- Collaborated with other designers on usability studies and **observational studies.**

## Projects

**Icon cultural impact on aging adults,** Birmingham City University            **Sep 2023 – Jan 2024**

- Defined research questions, formulated hypotheses, and identified key variables.
- Facilitated 10 collaborative interviews with end-users through a **co-design** methodology via UserZoom, identifying their pain points.
- Applied inductive reasoning to analyze diary study insights and design new sets of culturally appropriate icons.
- **SPSS** analysis revealed **83%** preference for user-designed icons, highlighting the cultural impact on icon interpretation.

**Carbs buddy,** Birmingham City University                                    **Jan 2023 – May 2023**

Conducted competitive analysis and user research for a HealthCare app, creating detailed personas and scenarios that enhanced understanding of target users' needs from over 15 participants.

- Ensured all designed features were integrated within a cohesive Information Architecture (IA) and design system.
- Applied the **Think Aloud Protocol** and **SUS** Questionnaire for user testing, measuring usability to inform design improvements.
- Achieved a **70% SUS score**, indicating a positive user experience.

# Skills

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| **Product Design** | Interaction Design, User research, User Experience Design, User Interface Design, Accessibility Standards, Thematic Analysis, Usability testing, Wireframing, Persona creation, Card sorting, Agile Methodology, Advanced and Immersive Technology |
| **Tools** | Figma, Adobe XD, Miro, Adobe Aero, SPSS Statistics, UserZoom, Google Analytics, MS Office, ClickUp |
| **Web development** | HTML, CSS, JavaScript, Bootstrap |

# Education

**M.Sc. in User Experience Design**                                                                                      Jan 2023 – 2024
Birmingham City University, United Kingdom

**B.Sc. in Computer Engineering,** Subfield: Software Engineering                           Fall 2016 – 2020
Azad University Central Tehran Branch, Iran