



MAHNOUSH NEKOUFAR

UX/UI Designer

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EDUCATION

UX/UI Bootcamp

Ironhack
Sep 2022– Dec 2022

Master's of Science

Clinical Psychology
Erasmus University Rotterdam
2020–2022

Bachelor's of Science

Clinical Psychology
Chamran University Iran

EXPERTISE

Web Design
Mobile Design
User Research
Quantitative Research
Qualitative Research
Figma
Wireframing
Prototyping
Usability Testing
Basic HTML/CSS
Critical Thinking
Problem Solving
Excellent Communication Skills

ABOUT ME

I am an optimistic, growth mindset champion UX/UI Designer with a Psychology background who prioritizes User-Centered Design. I dive deep into user research, unraveling their thoughts and desires to craft interactive prototypes that hit the sweet spot between user needs and business goals. Dedicated to crafting experiences that ignite customer passion and loyalty, I'm here to elevate your digital game.

WORK EXPERIENCE

UX/UI Designer

Viable Community | The Hague | Sep 2023– Present

Revamping the Viable Community website to strengthen its mission in sustainable climate change solutions.

- Conducting informative interviews and user testing to collect valuable feedback, setting the groundwork for impactful design choices.
- Studying industry trends and user behaviors to guide design strategies focused on boosting user engagement, partnership requests, and donations.
- Developing prototypes with input from stakeholders, resulting in a 50% increase in user satisfaction.
- Accelerating project timelines by 30% through efficient cross-functional teamwork.

UX/UI Designer

Retro//VRS | Paris | Dec 2022–Jan 2023

Revamped the iOS mobile app for Retro//VRS, an innovative Web 3 marketplace revolutionizing the buying and selling of pre-owned luxury items through digital twin technology, effectively combating counterfeiting.

- Developed meticulous interview guidelines and crafted surveys, leading to in-depth interviews with over 20 users.
- Executed 15+ remote usability testing sessions, addressing over 50 user experience issues to ensure seamless functionality and user satisfaction.
- Achieved a notable increase in user satisfaction and engagement levels post-redesign, as reported by stakeholders, with a 25% rise in app downloads and a 30% increase in daily active users.
- Collaborated closely with stakeholders to incorporate their feedback.

Researcher

Kinder | Amsterdam | Jan 2022–Aug 2023

Led impactful research at Kinder, dedicated to revolutionizing transparency within the charitable sector.

- Evaluated 300+ organizations globally, boosting donor trust and engagement by 40% and increasing contributions by 25%.
- Extracted data from various sources for thorough analysis, improving data accuracy by 30%.
- Enhanced donor satisfaction by 50% through meticulous information analysis.
- Chaired noise audit sessions for collaborative decision-making, improving evaluation efficiency by 20% and reducing decision-making time by 15%.

Integration Supporter

The Umbrella of Hope Foundation | The Hague | Oct 2021–Nov 2022

Established and translated documents for The Umbrella of Hope Foundation, a global organization committed to enhancing education for immigrant women.

- Developed informative resources to support immigrant women in navigating different facets of their daily lives and career goals. These materials covered topics such as language acquisition, cultural adjustment, education, and employment opportunities.
- Enabled seamless alignment of project goals, deadlines, and quality standards by fostering clear communication between team members and management, ensuring materials meet audience needs.

LANGUAGE

Persian- Native

English- Fluent

Dutch- A2 (Learning)

○ Researcher

Erasmus University Rotterdam | Jan 2021- Jul 2021

Researched children's personalities, maternal overreactivity, and adult self-efficacy, shedding light on early influences that shape long-term psychological well-being.

- Analyzed data from 500+ parent-child pairs over 14 years.
- Used hierarchical multiple regression analysis.
- Reviewed literature to identify factors affecting adulthood self-efficacy.
- Presented findings clearly and analytically.