Tahmineh Setoodeh

UX/UI & Service Designer

I'm an experienced Service UX/UI designer with 5 years of expertise in crafting user-centered solutions across corporate and freelance projects.I combine service design and UX skills to enhance customer journeys, simplify processes, and create seamless digital experiences. I thrive on challenging the status quo, advocating for user needs, and driving data-informed design decisions.

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SKILLS & TOOLS

Qualitative and Quantitative research · User Interview · Persona · Survey · Card Sorting · Figma

Workshop Facilitation · Prototyping /Wireframing · A/B test · Usability Test · Affinity Diagram

Customer Journey · Service Blueprint · Heuristic Evaluation · User Flow · User Interaction

Competitive Analysis

WORK EXPERIENCE

Freelance Service UX Designer
Multiple International Projects

03/2024 - 06/2024   *Rotterdam, NL*

Achievements/Tasks

- **Conduct Interviews** - Develop interview script for interviewing CHROs and HR Partners. conduct Interviews and analysis insights with help of Otterai.
- **Journey framework** - Co-design and visualize a 7-part talent management journey using interview data and AI analysis, with iterative improvements.
- **UX Research** - Led UX research Qualitative and Quantitative Design. Utilized findings to build an affinity diagram uncovered user pain points and needs. and defined Personas.
- **Developed IA** - with help of Card sorting defined Information Architecture of the website designed multiple wireframe web design and app iterations, creating interactive prototypes.
- **Prototype/wireframing** - Design wireframes and high fidelity prototypes with Interaction. Conduct usability tests and iterations based on user feedbacks and behavior.
- **Testing**- Conducted usability testing and iterative testing sessions to validate design decisions, gather user feedback, and refine service and digital experiences for improved usability and accessibility.

Global Service Designer
Randstad N.V.

02/2022 - 02/2024   *Diemen, NL*

Achievements/Tasks

- **User Research** - Conduct user and qualitative research (30 employee and 30 talents in-depth interviews) to uncover insights, pain points, and improvement opportunities.
- **Workshop Facilitation** - Co-facilitate workshop with cross-functional HR stakeholder teams globally to map problems in talent experience and co- design initiatives.
- **Journey framework** -Create an talent, client and employee journey frameworks based on qualitative and quantitative researches.
- **Persona** - Design need-based personas for talents and clients and employees based on Interviews.

WORK EXPERIENCE

Freelance Service Designer
Multiple International Projects

05/2020 - 05/2022   *Milan,IT*
Collaborated with Startups

Tasks

- **Business concept development:** Developed a business case for startup. Benchmark, Market research and positioning map.
- **Design Researcher:** Conducted Qualitative research and Interviewed with 10 potential users to in order to validate the concept (Wearout).
- **Brand Identity Design** for Startups (logo design and color pallet for 4 of the projects and packaging).

Intern Design Researcher
Politecnico di Milano- Design Faculty

05/2019 - 05/2020   *Milan, IT*
DIS - Design and system Innovation for Sustainability

Achievements/Tasks

- **Contribute to organizing** the LeNS world Online Distributed Conference (Designing sustainability for all.)
- **Redesign UX Lensin platform** (Learning Network on Sustainability international) http://www.lens-international.org.
- **Design researcher** in ongoing projects in Sustainable Design process with professor Carlo Vezzoli.

EDUCATION

MSc. Product Service System Design
Politecnico di Milano | Design Faculty

09/2015 - 04/2019   *Milan,IT*

BSc. Product Design
Azad University of Tehran | Art & Architecture Faculty

09/2010 - 11/2014   *Tehran,IR*

CERTIFICATES

UX/UI Design (07/2024 - 01/2025)
Nexa-land (Bootcamp)

Data-driven Qualitative UX research
 (05/2023 - 11/2023)
Interaction Design Foundation

LANGUAGES

English
Full Professional Proficiency

Dutch
Limited Working Proficiency

Persian
Native or Bilingual Proficiency