TAHMINEH SETOODEH
UX/UI Designer | Rotterdam NL

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PROFILE SUMMARY

I'm a UX/UI Designer with a strong foundation in Service Design, bringing 4 years of experience in both corporate and freelance roles. I specialize in translating complex systems, especially within HR and talent management into research-driven digital experiences. With deep expertise in user research, journey mapping, and interface design and testing ideas, I craft solutions that not only meet user needs but also drive business outcomes.

WORK EXPERIENCE

Freelance (NL)
UX/UI Designer

Feb 2024 - Present

- Designed wireframes based on user insights, improving usability and boosting task completion rates by 20%.
- Created high-fidelity interactive prototypes for user testing, enabling rapid feedback cycles and reducing development rework by 30% through early issue detection.
- Conducted usability and iterative testing sessions, resulting in a 40% increase in user task success rate and improved accessibility scores and satisfaction across core user journeys.

Randstad N.V. (NL)
Global Service Designer

Feb 2022 - Feb 2024

- Co-facilitated global HR workshops to uncover pain points and co-design talent experience improvements.Result: Informed the development of initiatives that improved employee retention and engagement.
- Developed data-driven personas grounded in mixed methods, empowering teams to prioritize features and experiences based on real user needs and behaviors.

Wearout Clothing Rental App (UK)
Founder Designer (Remote)

May 2019 - Dec 2021

- Developed a business idea to a prototype for startup, Benchmark, Market research and positioning map, lead the startup to the first investment round.(wearout)
- Conducted Qualitative research and Interviewed with potential users to validate the MVP.

Politecnico di Milano | Design Faculty (IT)
UX Design Intern

May 2018 - Nov 2018

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

PROJECTS

Linedup Agency Collab for SHL (NL/UK)   *Mar 2024 - May 2024*

- Created a journey framework for end-to-end talent management, enabling stakeholders to identify process gaps and drive strategic alignment across HR initiatives.

EDUCATION

Politencino di milano   *2015 - 2019*
MSc. Product Service System Design

Art & Architecture Tehran University   *2010 - 2014*
BSc. Product Design

TOOLS

- Figma
- Hotjar/Tableau
- Moral
- Jira
- c++(Basic)
- Adobe Suite
- Maze
- Wordpress
- Otterai
- Framer/Wix

UX/UI SKILLS

- User flow
- Developing Persona
- Web/app interface Design
- Heuristic evaluation
- Journey framework
- Affinity mapping
- Quant & Qual Research
- Information Architecture
- Wifreframing /Prototyping
- Workshop facilitation
- Usability testing
- Persona

CERTIFICATES

- **AI-Powered UX Design Masterclass**
  (IDxF) Oct 2024
- **Data-driven Qualitative UX research**
  (IDxF) May 2023 - Nov 2023
- **UX/UI Design**
  (Nexaland) 2024

LANGUAGES

- English (Fluent)
- Persian (Fluent)
- Dutch (intermediate)
- Italian (Intermediate)