

Zahra Rahimi

Senior UX Researcher

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Senior UX Researcher with 5+ years of experience in B2B and B2C industries. Expertise in strategic research planning, user-centered design, and translating insights into actionable solutions. Proven track record of increasing user engagement, conversion rates, and revenue through data-driven UX improvements. Skilled in mentoring junior researchers and fostering user-centric organizational cultures.

PROFESSIONAL EXPERIENCE

Digikala (The Largest Online Marketplace in the Middle East) [🔗](#)

Jul 2023 – present | Tehran, Iran

Senior UX Researcher and Designer

- Developed and implemented a strategic UX research roadmap for the team, prioritizing 31 research studies that directly align with business objectives and maximize user value.
- Led social commerce discovery research, resulting in a 3% increase in user engagement.
- Leveraged evaluative research to revamp list functionality, achieving a 2.5x conversion rate increase and significantly impacting platform revenue.
- Conducted regulatory mixed methods research on the notification center, resulting in an 18% increase in open rate and a 13% increase in click-through rate.

CafeBazaar (The Android Appstore with +40 million users) [🔗](#)

Jun 2020 – Jul 2023 | Tehran, Iran

Senior UX Researcher

- Trained and mentored 3 junior researchers, instilling a user-centric mindset and equipping them with advanced research methodologies; expanded the team to strengthen user insights and drive product improvements.
- Adding new roles and tools increased the research speed by 1.5 times.
- Identify 14 new business opportunities through extensive user research, driving business growth.
- Enhanced Ad Services campaigns, leading to over 15% revenue growth for ad services.
- Contributed to a 20% increase in overall user satisfaction through ongoing evaluation research with diverse user groups, focusing on product usability, issue identification, and concept validation.
- Reduced payment service user churn through behavior and needs analysis for subscriptions and in-app purchases.
- By identifying and thoroughly grasping end-users' difficulties during the installation process, I played a crucial role in reducing approximately 30% of customer assistance requests.

Banimode [🔗](#)

Sep 2019 – May 2020 | Tehran, Iran

UX Designer & Researcher

- Contributed to a 15% improvement in Conversion Rate by redesigning checkout funnels.
- My skillful design of targeted landing pages led to a notable 20% surge in overall average order rates.
- Enhanced usability and visual appeal of the e-commerce website through a redesign, focusing on improving user experience and aesthetics.
- Achieved a 40% increase in efficiency within the Operations Unit by successfully designing and implementing the mobile application, resulting in faster and error-reduced delivery processes for clients.

EDUCATION

BA in Social Science (Sociology)

2013 – 2018 | Tehran, Iran

University of Tehran

LANGUAGES

English • Persian

SKILLS

Journey Mapping | Moderated/Unmoderated Research | Qualitative Research | Quantitative Research | Usability Testing | Remote User Testing | Idea Validation | User interview | Prototype Testing | Persona Development | Design Research | Heuristic Evaluation | Google Analysis | User-Centered Design | Wireframing | Figma, Miro | Survey Design | Lyssna | A/B Testing | Concept Testing | Survey Analysis