Danial Keshani
UX/UI Designer

Amsterdam, the Netherlands
Born in 1983
dani@cubex.nl
https://danialkeshani.com

2020-Now

Lead UX specialist
Scotch & Soda

As the lead UX specialist at Scotch & Soda, I am responsible for exercising different methods for the improvement of general user experience and initiating various solutions for conversion rate optimization (CRO).

2017-2020 **ZZP ***

Senior UX Designer
viaBOVAG.nl / BOVAG

Senior UX Designer of the fastest growing car sale portal in the Netherlands and a product of the Dutch car dealers union (BOVAG). Ideation, wireframing, design and user testing for a product that is built for and focused on its users.

2016-2017

UX Designer
Lobster Ink

UX designer for the biggest learning management system (LMS) in the hospitality industry. Prototyping and interaction design for an online app used by more than a million users and clients, including Hilton, Marriott and InterContinental Hotels Group.

2015-2016 **ZZP ***

UX/UI Designer
Bleeve, Greenhome

UX/UI designer for a start-up focusing on green energy and sustainability with a focus on conversion improvement and growth hacking.

2015-2015 **ZZP ***

UX Consultant
KPN

UX consultant for the most popular telecommunication app in the Netherlands. Analysing and observing the current status of the mobile app and improving user experience with a focus on the end-user.

2009-2015

UI Designer, Owner
Cubex cubexic.com

UI designer, project and team manager for a team comprising an illustrator and a front-end developer. Designing and developing more than 50 websites for small businesses, NGOs and organisations. (https://cubexic.com)

2011-2013

Master of Arts
Royal Academy of Art, The Hague (KABK)

2007-2011

Bachelor of Arts
Gerrit Rietveld Academy, Amsterdam, the Netherlands

Skills:

User Interface (UI) / Visual Design
A/B tests
User Experience (UX) Design
Interaction Design
User Research (Testing / Interviews)
Persona Empathy Mapping
Low and High Fidelity Prototyping
HTML5, CSS3

Tools:

Figma / Sketch
Google Tag Manager/ Analytics / Optimize
Visual Website Optimizer / Hotjar
Invision / Zeplin
Flinto / Principle
Axure RP and Balsamiq
Adobe Photoshop / After Effect
Attlasian Jira / Trello

Languages: 🇬🇧 English 🇳🇱 Dutch

*ZZP (in Dutch): Freelance projects where I worked as an external employee.