

PERSONAL INFORMATION

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|-------------------------------------|---|
| Full name | Amir Aran |
| Date of birth | December 8 th 1986 |
| Place of birth | Ahwaz, Iran |
| Nationality | Dutch |
| Address | Vrije Vogellaan 66, 1349EA Almere |
| Phone number | +31 [0]6 234 249 38 |
| E-mail address & Website | amir@amiraran.nl www.amiraran.nl |
| Certifications | NN/g DI Certified Teacher First aid & Safety PSPOI (Product Owner) |
| Driver's license | A B |
| Languages | English Dutch Farsi |
| Published book on Amazon | amazon.nl/dp/B0DH318GJZ |

EDUCATION

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|--|------------------------------------|
| 02/2022 – 02/2022 Nielsen Norman Group (NN/g), UX Masterclass | Specialty in UX Management |
| 01/2012 – 06/2012 Mid Sweden University, Sweden [minor] | Interactive Media Graphic Design |
| 08/2010 – 01/2015 HvA, Amsterdam – Bachelor's degree | Communication Multimedia Design |
| 09/2006 – 07/2009 MA College, Amsterdam | Interactive Design |
| 09/2004 – 06/2005 Leeuwenborgh, Sittard | ICT-Management |

WORK EXPERIENCE

As a freelancer

03/2026 – current

Datakeeper | Sr. UX designer

- Analyze, improve and expand the existing Design System in Figma
- Analyze and validate existing Datakeeper app
- UX/UI redesign Datakeeper native app
- Setup a future vision of a Digital wallet and Datakeeper with partners and stakeholders

12/2022 – current

KPN Business | Sr. UX designer

- Responsible for KPN B2B Partner platforms and establishing unified Business Design System
- Creating Low, Mid and High-fidelity designs based on business and user requirements
- Organize workshops and discussion groups with business and users
- Organizing and leading Usability tests
- Working on current and future visions of KPN Business products
- Working on AI driven commerce platform
- Coaching interns

07/2021 – 08/2022

RiverBank | Sr. UX designer

- Design and establish a Bank wide Design System in Figma
- Researching and improving internal and external platforms, responsive design
- Designing components with (micro)animations and interactions
- Research and establish a completely new RiverBank Branding
- Establishing a design process and tooling
- Help hire internal UX-designers

08/2019 – 11/2022

The Dutch Ministry of Defense | Lead UX/UI/Interaction Designer

- Research, test and establish a Design System and corporate identity in Sketch
- Map out and setting up a UX department within the Ministry of Defense (MobileSolutions)
- Leading the Design System team
- Designing components and create specifications in Sketch and Zeplin
- Working on Defense wide (internal) applications, responsive design
- Setting up usability testing-days
- Using country's brand identity (Rijkshuisstijl) and deriving a Defense specific identity

08/2018 – 06/2019

Fish On Fire | Senior UX Designer

- Facilitate workshops in Design Thinking principals
- Coach/lead junior designers
- Establishing a Design culture within the organization

04/2018 – 06/2019

GrandVision | Lead UX designer

- Analyzing and designing mobile application for the trainings-app
- Usability (user) research and testing
- Prototyping in Sketch and InVision
- Gamification of an E-Learning platform

04/2019 – 04/2020

Ironhack | Lead UX teacher

- Teacher UX Masterclass
- Preparing lectures
- Advising and coaching
- Guiding and mentoring young professionals

08/2018 – 03/2019

Centraal Beheer Achmea | Lead UX designer

- (Usability) Testing improving the current Native iOS & Android app
- Advising and designing on interaction patterns
- Motion graphics / animations in Adobe After Effect and Lottie
- Coaching / leading Jr. UX designers
- Designing and working on the Component Library (Design System) in Sketch

03/2018 – 07/2018

L1NDA | UI/UX/Project Lead

- Analyse and (re)design L1NDA platform
- Usability research and testing
- Prototyping in Sketch app and InVision
- Setting up a design department, structure and way of working
- Creating a (design system) styleguide in Sketch Frontify
- Hiring and coaching interns

11/2017 – 06/2019

University of applied science (HvA) | Lecturer courses HCI & IA

- Prepare/give Human Computer Interaction Lectures/Courses
- Prepare/give Human Computer Interaction Workshops
- Prepare/give Information Architecture Courses
- Prepare/give Information Architecture Workshops
- Grade exams/projects

09/2017 – 02/2018

HCL IT Solutions | cXstudio | AEGON | User Experience Designer

- Designing academy platform
- Testing (Sketch & Axure) prototypes
- Designing pension widget
- Create personas and User journeys

08/2017 – 08/2017

HCL IT Solutions | Graphic Designer

- Creating illustrations
- Designing and creating business-pitch

06/2017 – 07/2017

Vivat Insurances | User Experience Designer

- Creating and setting up design styleguide
- Prototyping NowGo platform
- Designing the end-state concepts

WORK EXPERIENCE

As an employee

04/2015 – 06/2017

ABN-AMRO | User Experience designer / Interaction designer

- Creating and maintaining digital styleguide in Axure & Sketch
- Reviewing designs of other UX designers
- Creating & designing generic components
- Test wireframes of designed components

ABN-AMRO | Product Owner

- Making styleguide accessible for all departments
- Creating roadmap for all incoming requests and generic components
- Stakeholder & PO management

ABN-AMRO | Scrum Master

- Resolving impediments for two teams
- Coaching the team
- Scrum endorser

09/2012 – 03/2015

Infoplaza [Weerplaza] | Interactive / Graphical Designer

- Developing newspaper production [weather pages]
- Designing the new Weerplaza app
- Designing web/media content

10/2011 – 04/2020

Tough Zebra | Lead Designer / Co-founder

- Coming up with new application ideas
- iOS apps in the AppStore
- Designing applications & games for iOS devices
- CMS (Wordpress) webdesign

12/2011 – 12/2014

Zelda Marathon NL & Retro Marathon NL [gaming for charity] | Designer / Co-founder

- Illustrations
- Web design
- Organizer
- Designing the iPhone/iPad app for the event
- Raising more than €25.000 for charity

06/2010 – 09/2010

VANMOOF | Interactive / Graphic designer

- Web design
- Designing and developing newsletters
- Designing VanMoof theme bikes