

Naaz Kazemi

Product Designer

Boston, MA
naaz.kazemi@gmail.com
(213) 280-5338
[LinkedIn Profile](#)

PROFILE

Multi-faceted Product Designer & UX Researcher passionate about creating user-centered solutions. Driven by a desire to solve complex challenges, I apply design thinking and innovation utilizing Scrum methodologies to see projects from initiation to fruition. Seeking a dynamic opportunity to further apply my knowledge and skills in product design.

EXPERIENCE

Product Designer – CoStar Group, Washington, DC

Mar 2024 - Oct 2024

- Developed a cross-functional sharing feature enabling 180,000+ daily users to collaborate with non-subscribers, allowing them to share over 7 million properties with clients and seamlessly interact to expedite commercial leases and sales.
- Designed an intuitive experience that empowers users to import leases, track critical dates, monitor building trends, and use data insights to inform their negotiation strategy, leading the process from ideation to wire-framing and problem-solving.
- Developed global components for the CoStar design system that enhanced team efficiency, ensured consistency, improved accessibility, and enabled us to better serve international customers.
- Revamped the user interface of CoStar's most-visited pages, serving over 160,000 daily global users, which enhanced user engagement and provided valuable insights to industry professionals.
- Established design and functionality guidelines for user stories, providing clear direction to support designers, product managers, business analysts, and engineers.

UI/UX Associate Designer – CoStar Group, Washington, DC

Sep 2022 - Mar 2024

- Created a product that connects users to 1 million international commercial for-lease and for-sale listings, utilizing CoStar design principles and design library. This design accommodates multiple languages, metrics, and currencies across numerous countries, featuring responsive mocks for various screen sizes.
- Optimized the website's color palette and accessibility through in-depth research, enhancing the visual experience for all users, including those with color vision deficiencies, and aligning with accessibility guidelines.
- Created high-fidelity mockups on Figma that effectively represented the user story, goals, and final product, clearly communicating design intentions to stakeholders.
- Developed and implemented a cross-functional naming convention system for mockups delivered to the tech team, which increases efficiency.
- Enhanced the UI experience of the search and filter features for CoStar News, which provides stories and analysis driven by insights from CoStar's market data.

UI/UX Design Intern – CoStar Group, Washington, DC

Summer 2022

- Redesigned website components using Figma.
- Established the first onboarding for UX design new hires and interns.

- Developed a file uploading feature for Homes.com employees through a process that included user research, the creation of detailed user personas, and the design of user flows.

UX Researcher – HIO (Project Mongoose), Richmond, VA

Dec 2021 - Mar 2022

- Consulted for a smart home startup and delivered recommendations for the onboarding process.
- Created multiple sign-up flows for the application, accommodating users with varying levels of technology comfort through email, text messages, pamphlets, and customer service support.

Social Media & Marketing Assistant – VCU da Vinci Center/ Shift Retail Lab, Richmond, VA

Aug 2021 - Jun 2022

- Managed online media deliverables, including Instagram and LinkedIn posts, flyers, banners, and printable materials, for multiple work streams within the Center of Innovation at VCU.
- Developed creative content to promote the da Vinci Center's programs and community.
- Analyzed user growth trends and implemented strategies that increased followers by +10.3%.
- Coordinated and spearheaded a partnership between VCUQatar and Shift Retail Lab to foster collaboration. As the ambassador, I presented the initiative to the VCUQ team, including the dean, during an international trip to Doha.

Customer Discovery/ UX Consultation – KBHealthTech LLC

Aug 2021 - Nov 2021

- Co-led a team that consulted for a health tech startup utilizing Scrum methodology.
- Researched the current market landscape to assess competitors' products and identify pain points through interviews with offsite and onsite end-users and subsequently presented a comprehensive recommendation package to the stakeholders.

EDUCATION

VCU da Vinci Center, Richmond, VA – Master of Product Innovation

2021 - 2022

Azad University, Tehran, Iran – Bachelor of Architecture

2014 - 2019

CERTIFICATES

eSSENTIAL Accessibility – Buttons and Links for User Interface Designers

Nov 2022

eSSENTIAL Accessibility – Image Fundamentals for User Interface Designers

Nov 2022

UserZoom — UserZoom Platform Essentials

Oct 2022

Scrum Alliance — Certified ScrumMaster (CSM)

Mar 2022

European Innovation Academy — European Innovation Academy

Jul 2021

