

# Donya Kassaee

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## About me

Product Designer with 3+ years of experience owning design end-to-end across enterprise SaaS and eCommerce platforms, currently at THG Ingenuity leading design for eCRM and email marketing products used by global brands including Myprotein, LOOKFANTASTIC and L'Oréal. Takes an evidence-based approach from discovery through to validated delivery, working across research, interaction design and cross-functional collaboration to ship products that move measurable outcomes. Uses AI-assisted workflows including Figma MCP, Claude Code and v0 to prototype faster and reduce design-to-engineering friction. Comfortable shaping product strategy, not just executing it.

## UX Designer, THG Ingenuity

| Manchester, UK | August 2025 - Present

- Owned product design across eCRM and email marketing experiences at THG, leading discovery, definition and delivery for multiple product areas serving enterprise marketing teams at scale.
- Drove a research programme across the platform that uncovered 48 validated improvements, directly influencing the annual product roadmap and design investment priorities.
- Redesigned the end-to-end email campaign experience, reducing user effort by 45% by click reduction and achieving a 25% uplift in satisfaction; outcomes confirmed through two rounds of moderated user testing with real daily users.
- Transformed the email marketing creation experience, significantly reducing time-on-task and saving users an estimated 15% of their working week, with all test participants preferring the new experience.
- Introduced AI-assisted content creation capability into the product, enabling users to generate and edit email content without switching context or tools.
- Worked across product and engineering to align on delivery scope, validate feasibility early and ensure design intent was preserved through to production.
- Used Figma MCP with Claude Code and v0 to accelerate prototyping cycles, enabling higher-fidelity user testing earlier in the design process.

## Junior UX Designer, Holo Software

| Tehran, Iran | March 2021 - September 2023

- Led UX design for a full platform redesign of an accounting enterprise product across desktop and mobile, contributing to the product surpassing one million active users.
- Reduced customer support inquiries by 25% through targeted usability improvements to product workflows.
- Improved core task completion speed by 30% through user flow optimisation and interface simplification.
- Contributed to the design system and shared component library, maintaining consistency across the product as the team scaled.

## Skills

Usability testing, UX audits, journey mapping, workshop facilitation, stakeholder communication, roadmap definition, information architecture, wireframing, prototyping, design systems, accessibility (WCAG 2.1), motion design, HTML, CSS, basic JavaScript, development handoff, agile/scrum, AI-assisted prototyping and research synthesis

## Tools

Figma, Storybook, Framer, Webflow, Adobe Creative Suite, Miro, Optimal Workshop, Contentsquare, Maze, Jira, Confluence, Notion, Figma MCP, Claude Code, v0 by Vercel, Claude ai, Lovable, Playbook UX

## Education

MSc, User Experience Design  
Birmingham City University | September 2023 -  
September 2024

BEng, Industrial Engineering  
Azad University (IAU) | September 2017 – September  
2021