MIRIAM **SOESAN**

Design Manager - Leading User-Centered Innovation

SUMMARY

Dynamic and experienced Product Design Leader with over 9 years in the industry, specializing in user-centered design and product innovation. Proven expertise in directing multidisciplinary design teams and managing complex, cross-functional projects to deliver exceptional user experiences. I have a strong background in UX research and data-driven enhancements, which inform my strategic recommendations. I excel at crafting intuitive designs for both B2C and B2B platforms, effectively translating complex user needs into impactful design strategies that align with business objectives.

EXPERIENCE

Freelance Design Expert   Dec 2023 - Present

- Provided mentoring and professional development to junior and mid-level designers, offering guidance on design principles, project management, and industry best practices.
- Consulted on website design and strategy, providing expert guidance on UX/UI improvements, brand alignment, and user-focused solutions.
- Led ideation and creative direction, helping clients develop innovative design strategies and aligning visual identity with business goals.
- Conducted user research, market research, and competitive analysis to inform design strategies and guide decision-making, ensuring designs were data-driven and aligned with client objectives.

Product Design Manager | Otrium   Dec 2021 - Nov 2023

- Led the design team in conceptualizing and executing product design initiatives for B2C, B2B, and Ops platforms, resulting in significant improvements in KPIs and overall user satisfaction.
- Directed the development of Otrium's Design System, enhancing brand consistency, streamlining workflows, and improving collaboration through standardized visual and interaction patterns.
- Mentored and coached designers on design principles, project management, and creative processes, fostering growth and improving team efficiency.
- Collaborated cross-functionally with product, engineering, BI and marketing teams to deliver innovative design solutions aligned with business goals.

Lead UX Designer | Accenture   Dec 2019 - Nov 2021

- Established and managed a multidisciplinary research and design team, driving innovation in areas such as augmented reality, robotics, holograms and blockchain
- Directed UX design projects, focusing on the integration of emerging technologies into user interfaces to improve operational workflows and user engagement.
- Developed a novel interactive fraud analysis tool for a leading Dutch bank in Utrecht, improving fraud detection and investigation processes.
- Conducted a transformative project of revamping operational support systems for a mobile network operator in Tokyo, enhancing user experience and efficiency.

Sr. UX Designer | Accenture   May 2018 - Nov 2019

- Spearheaded the design of a mobile AR application in Newcastle, UK, incorporating cutting-edge user interface technologies to enhance the user experience.
- Managed a project to develop a booking system for an international IT corporate in Utrecht, ensuring the integration of state-of-the-art technology and industry best practices.
- Led a tech showcase exhibition, guiding the presentation of robotics, Blockchain, AR and other digital applications, showcasing technological innovations in a user-friendly and engaging manner.

UX Researcher and Designer | Miracles by Ilanit   Jan 2017 - Aug 2017

- Conducted in-depth user research and competitive analysis to guide the strategic overhaul of a digital platform, incorporating the latest trends in UX design and emerging technologies.
- Fostered close collaboration with the brand owner to ensure alignment with the overall vision and meticulous fulfillment of specific requirements, driving enhanced user experience and engagement.

EDUCATION

M.Sc Information Systems | University of Amsterdam   2018
Human Computer Interaction Track

B.A Sociology, Anthropology and Geography | Hebrew University of Jerusalem   2016
Specialized in Geographic Information Systems
Dean's List of 2016

CONTACT

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SKILLS

User Centered Design
User Research
Design Leadership
Design Thinking
Prototyping and Wireframing
Product Strategy
Design System Development
Information Architecture

CERTIFICATIONS

Certified Yoga Teacher (200-Hrs)   2020
Yoga Alliance

UX Management Certification   2019
Nielsen Norman Group

Certified ScrumMaster (PSM)   2019
Scrum Alliance

ACHIEVEMENTS

Speaker and Panelist   2020
UXDX Europe Conference

Member of Winning Team   2018
AUX

COMMUNITY INVOLVEMENT

Board Member   2024
Okkie Daycare Foundation

Mentor   2022
Women that UX

Coordinator   2021
CodeMasters (Refugee Talent Hub & New Dutch Connections)

LANGUAGES

English
Dutch
Hebrew