

# Nasibeh Soltani

*An experienced service & experience designer passionate for customer-centric design*

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## Relevant Professional Experience

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### KLM Royal Dutch Airlines

Amstelveen, Netherlands

#### Service designer, Customer Center of Excellence

Apr 2019 – Apr 2021  
(internship) Mar 2018 – Aug 2018

- Led the human-centric design approach for one of KLM's strategic business projects: invited and partnered with stakeholders from different internal departments, facilitated workshops to co-create the "service blueprint", and presented the output to KLM's Executive Committee for execution
- Organized, led, and facilitated co-creation sessions for 10+ customer journeys by identifying gaps and designing roadmaps to enhance customer experience in KLM
- Created from scratch a "CX way of working" toolkit for Customer Experience department in KLM combining the ideas from design thinking, Agile, and Lean into one unified way of working; Created and presented a masterclass for internal KLM employees to train them about the proposed approach
- As a service / experience designer, identified and planned new services and products based on gathered insights from quantitative & qualitative research in collaboration with data analysts in the Customer Center of Excellence team in KLM
- Hired and mentored 3 Customer Experience interns

### European Commission

Delft, Netherlands

#### Graduation project, U\_CODE (Urban Collective Design Environment)

Oct 2018 – Mar 2019

- Conducted a research on cross-cultural impact on the group dynamic during the co-creation sessions
- Designed a guideline for facilitators on how to organize co-creation sessions in different cultures based on different co-creation and facilitation techniques

### Lilas Creative Ideas Company

Tehran, Iran

#### R&D product lead

2010 – 2012

- Designed and developed 3 product lines based on market demands; Increased the company sales by improving the production rate using industrial methods

### Iliya Group

Karaj, Iran

#### Product Owner

2009 – 2010

- Created user story maps for a developer team to produce interactive software about science concepts to help high school students with learning objectives

## Education & Professional Development

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### Customer Experience Professionals Association (CXPA)

Amstelveen, Netherlands

#### Customer Experience master-class

Dec 2019

### SUE Behavioral Design Academy

Amsterdam, Netherlands

#### Certified Behavioral Designer

Nov 2019

### Delft University of Technology

Delft, Netherlands

#### Master of Science, Design for interaction (GPA: 8.0/10)

2017 – 2019

- Member TU Delft flight-case worked on business cases for Philips, Opplé, Kings-meters and University of Beijing in China
- Won the 4th prize in "Face the Robot" design competition organized by Honda HRI-EU
- Ranked among top 75 designs in Rijksmuseum's competition for Rijksstudio Award 2017

### University of Art

Tehran, Iran

#### Master of Arts, Industrial design (Cum Laude)

2012 – 2014

- 10th ranking in the 14th Iranian Student National Olympiad in Industrial Design
- President of Industrial Design Student Scientific Association

## Volunteer Experience

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### University of Tehran

#### *Lecturer & organizer, Culture-sensitive workshop*

Kish, Iran

*Apr 2018 – Nov 2018*

- Organized a series of sessions on “Culture sensitive design” with 3 professors from TU Delft and for 75 international graduate students in a week workshop

### CORDAAN

#### *Community volunteer*

Diemen, Netherlands

*2016 – 2017*

- Worked as the chef's main assistant and the waitress for local elderly people while showing them the care, love, and affection they deserve the most

### KIYANA NGO

#### *Community organizer*

Karaj, Iran

*2004 – 2014*

- Lead implementation of supportive initiatives helping Afghan child refugees and immigrants – as a collaborative project with UNICEF and UNHCR.