

# Pegah Sargolzaei

Based in Toronto

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## Experiences

### 10/2022 – Present **User Experience Designer & Graphic Designer**

<https://www.ccsa.art/> Canadian Contemporary School of Art

As a member of design team, I am responsible for creating compelling and user-friendly digital experiences that not only enhance user satisfaction but also align seamlessly with our marketing objectives

- Ensuring the website and landing page provide a smooth and intuitive user journey,
- Ensuring the website is adaptable and user-friendly on a range of devices and screen sizes,
- Designing website's materials align with the company's branding guidelines, maintaining consistency in visual elements,
- Designing the website's materials adheres to the company's branding guidelines, ensuring visual consistency, including color schemes, images, typography, and
- Crafting timely web pages with precise details to assist students in accessing essential information, encompassing workshops, exhibitions, and classes.

### 03/2023 – 09/2023 **User Experience Researcher & Designer**

The Home Depot

As an instrumental member of our Logistic Redesign team in the context of our B2B project, I collaborated with GO Logistics team, our prospective client. I was responsible for revamping and enhancing the Route Optimizer program. This program was expected to meet the requirements of GO Logistics team as the key part of Last Mile Delivery

- Collaborated with the GO Logistics team to conduct user research, identifying pain points in route planning and next-day delivery optimization. Observed the extent of manual work required to complete daily tasks.
- Collaborated with a cross-functional team to devise solutions for reducing delivery time. Emphasized creating automated, time-efficient routes for drivers while considering ETA and real-time data to boost customer satisfaction and uphold the brand image.
- Performed qualitative and quantitative research with route planners, dispatchers, and drivers to gain in-depth insight into challenges with desktop and mobile versions.
- Developed High-Level User Flows based on the understanding of steps need to be taken in order to plan and assign routes for available drivers for the next day.
- Crafted wireframes at both low-fidelity and high-fidelity levels to visualize comprehensive design enhancements aimed at improving route optimization, real-time data accessibility, and customer satisfaction.

### 11/2020 – 02/2023 **Design Assistance & Project Coordinator**

The Home Depot

As a member of IT team, I was responsible for creating a simplified and involving onboarding process for managers and new hires to ensure they are all set up and creating essential instructions for new teammate to get to know about their responsibilities.

Additionally in regard to weekly project updates, I designed a newsletter that was aligned with company's branding for announcing project's progress and team's achievements within last weeks and month.

I was responsible for recreating Contact Center page on confluence to make it an interactive and accessible space for team to document everything, in addition to designing a logo for the Contact Center team's newly developed Analytics app.

### 06/2020 – 01/2021 **User Experience Designer**

Canadian Contemporary School of Art

- Led the redesign of the CCSA website, resulting in a 50% increase in user engagement,
- Creating visual concepts to communicate information,
- Revamping the CCSA website to enhance user experience by showcasing the various services provided,
- Designing low-Fidelity and High-Fidelity wire-frames, and prototyping.

## Skills

### Hard Skills

Figma, Miro, Sketch, Adobe Illustrator, Adobe Photoshop, Adobe After Effect, UX Architecture, Ideation session, Wire-framing, Data Visualization, Prototyping, Qualitative Research, Quantitative Research

### Soft Skills

Cross-team communication, Problem-solving, Leadership, Adaptability, Willingness to learn

## Education

### Post-graduate of User Experience Design

Humber College,  
Toronto, Ontario  
Sep 2019 – May 2020

### Bachelor of Architecture

Azad University of Qazvin,  
Iran  
2011-2015