

PEGAH SARGOLZAEI

Toronto, ON | pegah.sargolzaei@gmail.com | (647) 571-9307

Summary

User-focused UX Researcher and Designer with experience uncovering user needs and translating insights into actionable design solutions across education, retail, and logistics sectors. Skilled in qualitative and quantitative research methods, usability testing, and competitor analysis, with a strong ability to synthesize findings into clear recommendations. Passionate about aligning research insights with business goals to create intuitive, engaging digital experiences that drive measurable results.

Work Experience

UX Designer | Canadian Contemporary School of Art | 2023 – Present

- Restructured website navigation to enhance usability and increase engagement among parents.
- Managed the registration workflow by implementing a clear, step-by-step guided process.
- Designed cohesive visual assets to strengthen brand identity across the website.
- Partnered with the director and marketing team to ensure design solutions supported strategic goals and audience needs.

UX Designer | Freelance | 2022-Present

- Created and launched custom portfolio websites for artists and architects, such as nazlisoltani.com and pegahshah.com.
- Provided end-to-end UX design services, from initial discovery and wireframing to final deployment.
- Conducting user interview and discovery sessions with clients to identify key needs, pain points, and opportunities for website development.
- Benchmarking competitors' sites to identify best practices and innovative features, integrating relevant insights into clients' projects.
- Performed usability testing to optimize user flows and enhance overall site experience.

UX Designer – Logistics & Supply Chain Team | The Home Depot | March – September 2023

- Conducted in-depth UX research to identify key challenges in delivery route planning.
- Arranged 1-1 interview with users to understand the user journey and created Journey map based on user experiences.
- Planned and executed User interviews with stakeholder to uncover critical pain points in delivery route planning.
- Led card sorting session with stakeholders to understand their information architecture preferences.
- Conducted quantitative research in collaboration with the logistic team, analyzed operational data and user metrics to identify inefficiencies and opportunities in delivery route planning.
- Performed competitive analysis researching and benchmarking competitor features, identifying best features relevant to our product.
- Conducted Usability test for the Route optimizer application, gathered actionable feedback on navigation, workflow, and feature clarity.
- Collaborated with product managers, developers, and stakeholders to implement user-centered enhancements.
- Conducted Usability test for the Route optimizer application, gathered actionable feedback on navigation, workflow, and feature clarity.

Design Coordinator | The Home Depot | 2020 – 2023

- Designed an intuitive onboarding journey for managers and new employees, boosting readiness and engagement on day one.
- Rebuilt the internal Contact Center portal to streamline access to key documentation and tools.
- Created and maintained scalable UI components, improving user experience and maintaining design consistency across platforms.
- Earned promotion to UX Designer for the Logistics team, leading the redesign of the Route Optimizer application for both desktop and mobile.

User Experience Designer | Canadian Contemporary School of Art | July - September 2020

- Restructured website navigation based on research insights, resulting in improved usability and increased engagement among target users.
- Collaborated with Director and developer to ensure design solution aligned with strategic goals and user needs.
- Developed a step-by-step registration workflow by synthesizing user feedback, significantly reduced user drop-off during sign-up.

Education

- User Experience Design - Post-Graduate Certificate
- Bachelor of Architecture

Skills

- UX Research (user interviews, usability testing, discovery sessions)
- Tools: Figma, Miro, MS office, User Testing
- Stakeholder Collaboration, Agile & Cross-Functional Teamwork
- Project Management Tools: Jira, Trello, Asana
- Problem Solving & Creative Thinking
- Journey mapping and Card Sorting