

PEGAH SARGOLZAEI

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With years of UX experience, I leverage my architecture background to enhance my design journey. Guided by a commitment to understanding user behavior, I address complex challenges to improve usability and satisfaction.

EXPERIENCES:

10/2022 – PRESENT

USER EXPERIENCE DESIGNER

CANADIAN CONTEMPORARY SCHOOL OF AR, TORONTO, ON

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 landing page provide a smooth and intuitive user journey,
- Maintaining the website's adaptability and user-friendliness across diverse devices and screen sizes,
- Creating website materials in alignment with the company's branding guidelines and marketing objectives, ensuring visual uniformity across elements such as color palettes, imagery, and typography,
- Creating timely web pages with meticulous details to facilitate student access to crucial information, covering workshops, exhibitions, and classes.

03/2023 – 09/2023

USER EXPERIENCE RESEARCHER & DESIGNER

THE HOME DEPOT, TORONTO, ON

As a key member of our Logistic Redesign team for our **B2B project**, in collaboration with the GO Logistics team to overhaul the Route Optimizer program for both Desktop and Mobile versions

- Conducted comprehensive UX research, encompassing both **Qualitative** and **Quantitative** methodologies, in close collaboration with the GO Logistics team,
- Collaborated with a cross-functional team to devise solutions for reducing delivery time,
- 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, TORONTO, ON

As a member of the it team:

- Responsible for creating a simplified and engaging onboarding process for managers and new hires to ensure they are all set up,
- Revamped the Contact Center Confluence page, transforming it into an interactive and engaging space for accessing all resources and documents,
- Designed logo for Analytics app,
- Created essential visual instructions for new teammates to understand their responsibilities,
- Designed a newsletter for weekly project updates, aligned with company's branding,
- Announced project progress and team achievements for the past weeks and month.

06/2020 – 01/2021

USER EXPERIENCE DESIGNER

CANADIAN CONTEMPORARY SCHOOL OF AR, TORONTO, ON

- Led the redesign of the CCSA website, resulting an increase in user engagement,
- Built a Design System align with business requirements,
- Created visual concepts to communicate information,
- Revamped the CCSA website to enhance user experience by showcasing the various services provided,
- Designed low-Fidelity and high-Fidelity wire-frames, and prototyping.

EDUCATION

SEP 2019 – MAY 2020

POST-GRADUATE OF USER EXPERIENCE DESIGN

HUMBER COLLEGE, TORONTO, ON

2011-2015

BACHELOR OF ARCHITECTURE

AZAD UNIVERSITY OF QAZVIN, GHAZVIN, IRAN

SKILLS

- Figma
- Miro
- Adobe Illustrator
- Ideation session
- Wire-framing
- Data Visualization
- Prototyping
- Qualitative Research
- Quantitative Research
- Cross-team communication
- Problem-solving
- Leadership
- Adaptability
- Willingness to learn