PEGAH SARGOLZAEI

UX Designer
Toronto, Canada

Experience: B2B, B2C, Education, Supply Chain, Retail

LinkedIn

Portfolio

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Info

Experience

October 2023 – Present
Toronto, Canada

Canadian Contemporary School of Art

Art programs, Artist Association, and Art Foundation

CCSA.art
CCAA.network
CCAF.art

User Experience Designer, Part-time

As the design member of the CCSA team, I am responsible for creating compelling and user-friendly digital experiences that enhance user satisfaction and align with our marketing objectives. Additionally, I collaborate closely with the Digital Marketing Specialist to ensure our visual content effectively engages our target audience and strengthens our online presence.

- Designing websites based on business requirements in multiple areas of art including art programs for all ages, Artist Association, and art foundations,
- 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, ensuring visual uniformity across elements such as color palettes, imagery, and typography,
- Creating timely web pages with meticulous details to facilitate user access to crucial information, covering all offers and services,
- Collaborating with the entire team including the director, business leader, and marketing team to meet all business objectives,
- Designing and creating visually appealing graphics and content for social media platform, ensuring consistency with brand identity.

Nov 2020 – Sep 2023
Toronto, Canada

The Home Depot

Contact Center and Supply Chain

User Experience Designer

Joined the Contact Center a mid-sized team as the Designer assistant and coordinator to create an engaging Workspace for the internal team, and optimize user onboarding process

- Responsible for creating a simplified and engaging onboarding process for managers and new hires to ensure they are all set up,
- Collaborated directly with a cross-functional team, including developers, stakeholders, and managers, to facilitate task completion,
- Revamped the Contact Center Confluence page, transforming it into an interactive and engaging space for accessing all resources and documents,
- Created essential UI components and visual styles that resulted in consistency and interaction,
- Designed a newsletter for weekly project updates, aligned with the company's branding,

Promoted to UX designer and collaborated with Logistics and Supply Chain as a mid-size team to revamp the routing system, enhancing the Route Optimizer program for desktop and mobile platform.

- Conducted comprehensive UX research, encompassing both Qualitative and Quantitative methodologies, in close collaboration with the GO Logistics team,
- Collaborated with a cross-functional team, including the business team, developers, product managers, and stakeholders, to devise solutions for optimizing route planning and execution,
- Adapted the THD's defined Design System, ensured consistency and seamless integration with established UI components and visual style,
- Crafted wireframes at low-fidelity and high-fidelity levels to visualize comprehensive design enhancements to improve route optimization, real-time data accessibility, and customer satisfaction.

July 2020 – Oct 2020
Toronto, Canada

Canadian Contemporary School of Art

Art School offers various art programs, workshops, and events

CCSA.art

User Experience Designer

- Led the redesign of the CCSA website, resulting in an increase in user engagement,
- Built a Design System aligned with business requirements to enhance design efficiency,
- Created visual concepts to communicate information,
- Revamped the CCSA website to enhance the user experience by showcasing the various services provided,
- Designed High-Fidelity wire-frames, and conducted Usability tests.

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

Soft Skills

Cross-team communication

Problem-solving

Creative Thinker

Time-Management

Adaptability and Flexibility

Willingness to learn

Design/Research

Wire-framing/Prototyping

Data Visualization

Information Architecture

Design System and UI libraries

Usability Testing

Survey Design

Journey Mapping and Persona

Cart sorting

Contextual Research

Tools

Figma

FigJam

Miro

Adobe Illustrator

Adobe Photoshop

Notion

Axure

Google Forms

Confluence