

SAYEH GHAHARI

Toronto, Ontario | 647-802-4487 | sayehghahari@outlook.com | [linkedin.com/in/sayeh-ghahari](https://www.linkedin.com/in/sayeh-ghahari) | www.sayehghahari.com

SUMMARY

Proficient user experience designer with **3+ years** of experience designing research-led interfaces that simplify complex tasks. Skilled at blending user insights and interaction design to deliver user-centered digital products.

EXPERIENCE

UX/UI Designer

Apr 2024 – Nov 2024

Stallion Express

Toronto, ON, CA

- Redesigned a logistics dashboard used by 10K+ daily users (handling 25K shipments/day), reducing registration friction by 30% and bounce rate by 24%.
- Conducted UX research (3k+ heatmaps analysis and 20+ interviews) to segment pain points by shipment volumes.
- Delivered 200+ high-fidelity prototype screens, collaborating with developers to ensure seamless transition.
- Boosted conversion rate for key features (return portal and shipping rules) from 10% to 40% through iterative testing.
- Aligned with CEO/CTO to ensure business goals, while developing a WCAG 2.1 AA-compliant design system.

Freelance UX/UI Designer

Jan 2024 – Mar 2024

Mokline

Toronto, ON, CA

- Designed wireframes for a hybrid retirement planning platform, serving 2K+ users and managing flexible and secure account types.
- Streamlined user flows for balance conversion and early retirement, leading to a 40% increase feature engagement.
- Integrated real-time visualizations showing financial impact of plan changes, driving a 35% increase in feature interaction.

Lead UX Researcher

Aug. 2023 – Dec 2023

UX Foundation

Toronto, ON, CA

- Led a 3-person research team for an iOS app focused on preventing drug-drug interactions (DDIs) for 50+ users.
- Conducted user interviews, usability testing, and surveys to uncover usability flaws, resulting in a 90% task success rate for critical tasks.
- Refined layout and navigation to resolve pain points, improving task performance in medication management and checking interactions.

User Experience Design Fellowship

Sep 2022 – Jun 2023

UX Land

Toronto, ON, CA

- Completed 520+ hours of hands-on design training, building 6 end-to-end zero-to-one digital products (mobile/web).
- Designed 40+ screens for a mobile-first budgeting app "PennyWise", improving users' financial management.
- Redesigned the Toronto Cupcake website, improving task success rates for cupcake customization by 55%.
- Created an interactive customizable palette with a try-on feature for Claire Cosmetics, increasing conversion intent by 35%.

EDUCATION

OCAD University

Toronto, ON, CA

Bachelor of Environmental Design, (Interior Specialization)

2018 – 2023

Nimrokh Art School

Tehran, IR

Graphic Design Diploma

2013 – 2016

SKILLS

Software

Figma, Adobe XD, Sketch, InVision, Adobe Creative Suite (InDesign, Illustrator, Photoshop), AutoCAD, Revit, Sketchup

UI/UX Strategy & Planning

User Research, Usability Testing, Journey Mapping, A/B Testing, Personas, Wireframing, Prototyping, Heuristic Evaluation, Responsive Design, Human-Centered Design (HCD), Task Success Analysis, Conversion Rate Optimization, Surveys, Affinity Mapping, Interaction Design, HTML/CSS, B2B/B2C

Soft Skills

Design Leadership, Stakeholder Communication, Cross-Functional Collaboration, Teamwork, Project Management, Agile/Scrum