

Sayeh Ghahari

Toronto, Canada ✉ sayehghahari@outlook.com ☎ (647) 802-4487 🔗 linkedin.com/in/sayeh-ghahari 🌐 www.sayehghahari.com

SUMMARY

As a disciplined UX designer with an architectural background, I possess strong skills in fostering innovative development and integrating design and research for creative problem-solving. I am committed to creating intuitive and engaging user experiences that meet business objectives.

EXPERIENCE

UX/UI Designer, Freelance

Mokline

January 2024 - Present, Toronto, ON, CA

- Collaborated on a hybrid retirement plan for a web application, merging security accounts (CBP) with flex accounts (401k/Roth IRA) for PensionBar, catering to both B2B and B2C needs. Implemented changes, benefited over 150 individuals, and optimized their retirement accounts for enhanced financial security.
- Ensured a user-centric approach throughout the prototyping process, crafting over 20 pages of the web app with a focus on user satisfaction.
- Engineered scenario analysis pages with interactive tools, boosting user engagement by 40% and enhancing decision-making processes. Additionally, conversion page optimization led to a 25% improvement, particularly concerning security and flexibility choices showcased in simulations.

Lead UX Researcher

UX Foundation, Volunteer

August 2023 - December 2023, Toronto, ON, CA

- Led a three-member research team in the development of a medication app, specifically focusing on drug-drug interactions (DDIs).
- Conducted a comprehensive user research phase utilizing qualitative and quantitative techniques, engaging over 50 participants to identify the primary factors contributing to DDIs.
- Collaborated closely with the project lead and UI designers to create two main user flows: the first flow centered on medication tracking, and the second flow aimed at managing and preventing drug interactions.
- Implemented an iterative design approach, incorporating user feedback and rapid prototyping, resulting in a notable 90% task completion rate.

User Experience Design Fellowship

UX Land

September 2022 - June 2023, Toronto, ON, CA

- Completed an intensive 520-hour UX design program for 6 web and mobile apps.
- Designed over 40 screens for Pennywise, an iOS budgeting app, based on user research and analysis, tailoring the user experience to individual preferences.
- Guided a cross-functional team of 4 in successfully redesigning Toronto Cupcake's website for both mobile and desktop platforms, crafting the entire website navigation.
- Directed the design of Claire Cosmetics' responsive website, incorporating a customizable palette and simultaneous try-on feature. Prioritized accessibility, adhering to Web Content Accessibility Guidelines (WCAG) for an inclusive digital experience.

Designer

Home Fresh Air

March 2021 - September 2022, Toronto, ON, CA

- Translated clients' conceptual visions into practical living spaces for over 10 residential and commercial projects, demonstrating multitasking capabilities while consistently meeting deadlines.
- Conducted in-depth user interviews, employed UX research methodologies to inform clients' preferences, and contributed to the design process.
- Developed a complete visual identity system for a startup, enhancing their brand appeal and resulting in a 150% increase in online engagement within the first six months after launch.

EDUCATION

Bachelor of Environmental Design (Interior Spec)

Ocad University • Toronto, ON, CA • 3.7 GPA

- Awarded the Environmental Design Medal for achieving the best project within the program.

Graphic Design Diploma

Nimrokh Art School • Tehran, IR • 3.9 GPA

SKILLS

Software

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

UX/UI Strategy & Planning

Interaction Design, User Interface Design, Information Architecture, Responsive Design, High-Fidelity UI Design, Interaction Design, Conceptual Sketching, Storyboarding, User-Centered Design, Digital Innovation, Affinity Mapping, Journey Maps, User Survey, Usability Test, User Interview, Heuristic Evaluation

Soft Skills

Collaboration & Teamwork, Project Management, Excellent Communication