

sophie.bayzaie@gmail.com  
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Based in Greater Toronto Area, Ontario

## Portfolio

www.sophie-bay.com

## Skills

- User Research and Analysis (Quantitative and Qualitative)
- Usability Testing and Iteration
- Information Architecture
- Figma, Miro, Adobe Creative Suite
- Design Thinking
- Wire-framing and Prototyping
- Interaction Design
- Visual Design
- Agile/Scrum Methodologies
- Basic HTML, CSS, Javascript and GitHub

## Education And Training

Certificate:

### UX/UI Design

**University of Toronto**

Toronto, ON

Certificate:

### Adobe Suite

**George Brown College**

Toronto, ON

### Bachelor of Arts:

#### Industrial Design

**IUST (Iran University of Science & Technology)**

Tehran - Iran

## Languages

### English:

Full Professional

### Persian:

Native/ Bilingual

### French:

Beginner/ currently learning

# Sophie Bayzaie

## UX Researcher - UX/UI Designer

## Profile

Passionate and detail-oriented UX researcher and UX/UI designer with a strong foundation and enthusiasm in user experience research. Adept at leveraging creative talent and analytical skills to enhance user satisfaction. A collaborative team player with robust interpersonal and organizational abilities, quick to adapt to new environments and technologies. Committed to contributing to organizational success through user-centric design and research expertise.

## Experience

### UX Researcher / UX/UI Designer

Toronto, ON

12/2023 - Present

- Conducted user research using quantitative and qualitative methods, including interviews, surveys, and usability testing, to inform design decisions.
- Designed intuitive user interfaces for web and mobile applications, ensuring consistency and responsiveness.
- Created wireframes, prototypes, and high-fidelity mockups using Figma, iterating based on user feedback.
- Ensured accessibility compliance and best practices in UX/UI design.
- Developed and maintained design systems and style guides for cohesive brand identity.

### Fresh City Farms - Customer Experience Team Member

Toronto, ON

04/2019 - 03/2023

- Analyzed customer feedback to identify UX improvement opportunities and collaborated with developers.
- Provided technical support and navigation assistance for the website.
- Delivered training and mentorship for new customer experience representatives.
- Resolved customer inquiries through Zendesk platform via live chat, email, and phone.

### Self Employed - 3D Architectural Visualizer - Freelance

Toronto, ON

12/2017 - 03/2019

- Produced 3D models of structures and interiors with Revit Architectural and AutoCAD softwares.
- Generated stunning photo-realistic renders using Adobe Photoshop.
- Ensured client satisfaction via consistent communication and feedback analysis.

### Precise Testing Solutions - Test Supervisor/Customer Care

Toronto, ON

04/2014 - 12/2017

- Supervised test invigilators to ensure smooth test operations.
- Resolved technical issues during tests in collaboration with the troubleshooting team.

## Volunteering

- Tirgan organization (Toronto) - Cultural art event for children 2022
- Design Exchange Museum (Toronto) - Docent - 2014