

Sophie Bayzaie

sophie.bayzaie@gmail.com | [Website](#) | [LinkedIn](#) | 647-654-7374 | GTA, ON

SUMMARY

Innovative and detail-oriented UX Researcher and UX/UI Designer with a strong passion for user-centered design. Adept at leveraging research insights to create seamless digital experiences that enhance user satisfaction. A collaborative team player with strong analytical and problem-solving skills, excelling in both qualitative and quantitative research methods. Quick to adapt to new tools and technologies, committed to driving business success through research-driven design solutions.

WORK EXPERIENCE

User Experience Researcher | Sharmanarg Canada Inc | 2024 – 2025

- Conducted in-depth user research, including surveys, interviews, and usability testing, to uncover user behaviors and pain points.
- Developed user personas, journey maps, and workflows to guide strategic design decisions.
- Created wireframes, prototypes, and UI mockups to visualize design concepts and optimize the user experience.
- Collaborated with cross-functional teams, including product managers and developers, to align design solutions with business goals.

UX/UI Designer | Freelance | 2023 – 2024

- Conducted user research using both qualitative and quantitative methods to inform design improvements.
- Designed intuitive and responsive user interfaces for web and mobile applications, ensuring seamless user experiences.
- Developed wireframes, interactive prototypes, and high-fidelity mockups using Figma, incorporating iterative user feedback.
- Established and maintained design systems and style guides to ensure consistency in branding and UI components.

Customer Experience Specialist | Fresh City Farms | 2019 – 2023

- Analyzed customer feedback to identify UX/UI improvements and collaborated with development teams to implement solutions.
- Provided technical support and guided users through website navigation and functionality.
- Trained and mentored new customer experience representatives, ensuring high service standards.
- Managed customer inquiries and complaints through Zendesk, offering solutions via live chat, email, and phone.

3D Architectural Visualizer | Freelance | 2017-2019

- Created highly detailed 3D models and photorealistic architectural renderings using Revit, AutoCAD, and Photoshop.
- Designed interior and exterior spaces with a strong focus on aesthetics and functionality.
- Ensured high client satisfaction through iterative feedback and revisions.
- Delivered compelling visual presentations for real estate and architectural firms.

Test Supervisor & Customer Care | Precise Testing Solutions | 2014 – 2017

- Supervised test invigilators and managed test operations to ensure a smooth testing experience.

- Resolved technical issues in collaboration with the IT troubleshooting team.
 - Assisted candidates with test-related inquiries and provided customer support.
 - Maintained compliance with test security protocols and procedures.
-

SKILLS

- User Research & Analysis (Quantitative & Qualitative)
 - Usability Testing & Iteration
 - Information Architecture & Wireframing
 - Interaction & Visual Design
 - Agile/Scrum Methodologies
 - Design Thinking & User-Centered Design
 - Figma, Miro, Adobe Creative Suite
 - HTML, CSS, JavaScript, GitHub (Basic)
 - Accessibility & Inclusive Design
 - problem solving, attention to detail, time management, collaboration, communication
-

EDUCATION

- UX/UI Design, Certificate
- Adobe Suite, AutoCAD Advanced Design, Revit Architectural
- Bachelor of Arts in Industrial Design