

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

Sharmanarg Canada - UX Researcher

Toronto, ON

09/2023 - 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 Specialist

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