Portfolio: pegahtaheri.com

Email: ptaheri.design@gmail.com

Phone: +1 408-857-6130

Pegah Taheri

Experienced Visual Merchandiser & Client Advisor turned UX Designer with 1+ year of expertise in **Interaction Design** and c**ross-functional team collaboration**

WORK EXPERIENCE

UX Designer / **Independent Contractor** 2022 - Present

Led impactful website redesigns and **end-to-end** product development initiatives with a focus on **community** engagement, **sustainability**, and iterative **improvement** strategies. Conducted comprehensive user research using in-person surveys and interviews. Developed **wireframes** and constructed functional **prototypes** through ideation, feature prioritization, and rigorous **user testing**. Leveraged **Figma** to facilitate design collaboration and iteration. Achieved positive feedback on **usability** and **visual** appeal.

Client Advisor / **Cartier** 2022 - 2023
Santa Clara, California

Consistently surpassed monthly sales targets while fostering **exceptional customer service**, supporting post-sales clients in line with Maison's values, and staying updated on industry trends and competitors.

Visual Merchandiser / **Louis Vuitton** 2020-2022.
Santa Clara, California

Streamlined weekly visual updates to align with m**arketing goals**, reported project progress to the boutique director, designed visuals **driving a $10M sales boost**, and oversaw store ambiance, including lighting, flowers, mannequins, and window displays.

Client Advisor / **Louis Vuitton** 2020-202

Leading performer in the high-end category for both 2021 and 2022. Achieved **top producer** status at Bloomingdales by exceeding $2 million in sales within the initial six months of 2022. **Surpassed the high-end target** for the boutique by 26%. Surpassed the objective of **converting lifestyle clients to VIC by 20%.**

AWARDS

- Top Producer of 2021 & 2022 in LVMH
- Generated over 2M sales for Bloomingdale's in 2022
- President's Scholar Award (SJSU 2021)
- Honorable Mention in the College + Adobe Creative Jam

EDUCATION

San Jose State University.
B.F.A Digital Media Art, Cum Laude, GPA 3.5

Extensive education in digital art and design, encompassing **computer graphics, web development, and human-computer interface design**.

- Emphasis on **problem-solving,** innovation, and real-world skills
- Continuous learning at the intersection of art and science
- Exploration of contemporary technologies through **research** and experimentation

Designlab UX Academy
480+ hours intensive program, 1-1 mentorship to build upon **design skills**

SKILLS

Project Management, **User Research, Research Analysis**, Problem Solving, **Interaction Design**, Usability Testing Prototyping, Wireframing, Branding, **Cross-Functional Collaboration**, Content Strategy, Creative Ideation 3D Modeling

TOOLS

Figma, Illustrator, Miro, Maze, Blender

LANGUAGE

English - Full professional proficiency

Farsi - Native proficiency

Turkish - Bilingual proficiency

French - Limited proficiency