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Pegah Taheri

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

WORK EXPERIENCE

UX Designer / Independent Contractor 2022 - Present

Led **impactful** website redesign and end-to-end products focusing on community engagement. Conducted thorough **user research** via in-person surveys and interviews. Developed **wireframes**, interactive prototypes, and **high-fidelity** designs for user testing.

Built a functional **prototype** through ideation, feature prioritization, and user testing. Utilized **Figma** for designing user flows, wireframes, and the final prototype. 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

(San Jose, California)

Streamlined weekly visual updates to align with marketing 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 2020-2022**

Leading performer in the high-end category for both 2021 and 2022. Achieved **top producer** status at Bloomingdale's by exceeding \$2 million in sales within the initial six months of 2022.

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, Blender

LANGUAGE

English - Full professional proficiency

Farsi - Native proficiency

Turkish - Bilingual proficiency

French - Limited proficiency