

Narges Pesian

Physical & Digital Product Designer

Toronto, Ontario
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Experience

Freelance UX / UI Designer

Toronto, On | 2025-Present

- Designed UX/UI solutions for client websites and digital products, from early concepts to final interfaces.
- Worked with clients to understand goals, user needs, and content structure.
- Translated requirements into user flows, wireframes, and high-fidelity designs.
- Applied usability and accessibility principles to improve clarity and user experience.
- Collaborated with developers to support implementation and maintain design consistency.

Selected Project: Arkfield Company

Toronto, On | 2025

Designed a sub-site aligned with the main platform, improving structure and usability

Developed wireframes and UI components to ensure a consistent user experience

Instructor & Teaching Assistant

University of Alberta - Edmonton, AB | 2022-2024

- Led workshops and supported students in developing design concepts and prototypes.
- Gave feedback on student work and helped them improve their design thinking.
- Explained design concepts in a clear and approachable way.
- Supported a collaborative and discussion-based learning environment.

Graphic Designer: UX-Oriented Design Experience

DAM Studio - Tehran, Iran | 2019-2021

- Worked closely with clients to understand communication goals and user needs across projects.
- Translated complex information into clear, structured visual designs.
- Designed branding materials, presentations, and digital assets with a focus on clarity and usability.
- Contributed to improving how information was organized and presented to users.
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UX Research & Product Design - Master's Thesis

University of Alberta - Edmonton, AB | 2024-2025

-Thesis: Enhancing Gym Attendance and Engagement Through User-Centered and Co-Design Approach for Key Features in a Mobile Application

- Conducted user interviews and surveys to understand barriers to gym attendance.
- Organized insights using affinity mapping and journey mapping.
- Ran co-design sessions to explore ideas and gather feedback.
- Designed wireframes and interaction flows based on research findings.
- Focused on improving motivation and overall user experience.

Summary

UX Designer with a background in research and design, focused on creating clear and accessible digital experiences. I combine user research with hands-on design to turn complex problems into simple, intuitive solutions. I've worked across different stages of the design process, from early research and workshops to prototyping and testing.

Education

Master of Design (MDes)

University of Alberta | 2022-2025

Bachelor of Design (BDes)

Azad Tehran University | 2014-2018
Industrial design

Skills

Research & Discovery

User Research
User Interviews
Usability Testing
Survey Design
Affinity Mapping
Journey Mapping
Co-Design Workshops

UX & Design

Interaction Design
Information Architecture
Wireframing
Prototyping
Responsive Design
Accessibility
(basic WCAG understanding)

Design Tools

Figma
Miro
Adobe Illustrator
Adobe Photoshop
WordPress
Rhino
Keyshot

Volunteer Experience

Volunteer Art Instructor
(Children's Activities)
Iranian Cheetah Society -
Iran | 2017-2022

ESL Volunteer Teacher
Catholic Social Services
of Alberta - Edmonton, AB |
2023
Volunteer

University of Alberta Food
Bank - Edmonton, AB | 2023