Pegah Mirzadeh

Experience designer

About me

As a UX designer with a strong research background, I am an analytical thinker and value a methodically correct UX approach to develop solutions based on user needs. My knowledge of complex environments and the experience of working in Agile teams prepared me to be adaptable to new domains. I am always determined for a win-win design in my projects with lots of passion for delivering a solution based on thoroughly developed insights.

- Skilled UX/UI designer with a strong background in data analysis and user research,
- Able to handle complex, cross-functional global projects,
- Strong communicator, adept problem-solver, and collaborative team player, building trust with internal and external stakeholders in cross-cultural teams,

Personal information

Swiss C permit, Portuguese, Iranian

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Pegah Mirzadeh

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Professional Experiences

Jan 2023 -
To Present

UX Designer
ELCA Informatique SA Zürich

UX research for two national project in Switzerland;
- User research,
- User interviews,
- UI workshop,
- Working in SAFe environment,
- Organize and perform usability tests,
- Collecting user feedback and refining solution.

UX / UI design for an international humanitarian organization;
- Contextual user research,
- Identifying 16 user roles and persona definition,
- Organizing and moderating > 54 user interview workshops,
- Identifying >100 user journeys,
- Improving client-consultant relationship,
- Design solution based on Microsoft technology (Canvas app and OOTB),
- Creating e-learning material for change management,
- Collecting user feedback and refining solution.

UI design for a construction company;
- Solution based on the standard Dynamics 365 Project Operations and integrating Swiss GeoAdmin maps,
- Organizing customer experience (CX) workshop,
- Design solution based on Microsoft technology,
- Collecting user feedback and refining solution.

Redesign and information architecture of company intranet page,

Participating on UX and UI of several successful customer offers,

Organizing UX day for UX designers across different sites,

Mentoring 2 interns for UX process and interaction design.

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Jun 2022 -
Sep 2022

UX designer
ERNI Schweiz AG Zürich

- Internal project on web-based software with multiple accesses focused on skill-matching process.
- Collaborate with an Agile team to find the problem, design and develop the solution and communicate to Stakeholders.

Jun 2021 -
Jun 2022

UX designer
Freelance projects

e-Commerce desktop and mobile website design
- Leading an international UX team,
- Perform user research and market research,
- Qualitative and quantitative data analysis,
- Low and high fidelity prototypes,
- Collecting user feedback and finalizing solution, based on it (5 iterations).

Website redesign
- Organizing customer experience workshop,
- User and market research,
- Usability testing,

Mobile app design
- User and market research,
- Persona and user journey definition,
- High-fidelity prototypes.

Sep 2008 -
Jan 2022

Senior Researcher
- Four scientific project management (resource-management),
- Presented over 50 scientific research in international conferences,
- Published 12 scientific papers,
- Won over 500,000 CHF grant funding in different agencies.

🎓 Education

- A40 Certified Design Thinking (2024)
- UXQB® Certified Professional for Usability and User Experience - Foundation (2022)
- UX/UI in action (2021)
- PhD in Engineering Physics (2016)
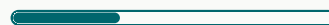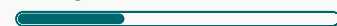- MSc in Applied Physics (2011)

aあ Language skills

Persian

German (B2)

Portuguese (A2)

English (C2)

French (A2)

Swiss german (A1)

🏖 Interests

- Photography
- Organizing and volunteering in NGO and social events

⚙ References

- Available upon request