

BAHAR ESMAEILI

- Multifaceted Design Strategist with expertise in Strategy, Research, Service & Product Design, marketing and diverse industry experience, including Food, Tech, Public sector, Marketing, Retail, and Education.
 - Skilled in facilitating and leading workshops and interviews, as well as providing strategic guidance to cross-functional teams.
 - Proficient in gathering requirements, conducting research, and synthesizing insights to drive strategic decision-making.
 - Excellent organizational and time management abilities, ensuring precise project execution and goal alignment.
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PROFESSIONAL EXPERIENCE

Feb 2023 -
present

Digital and Communication Strategist

Rhizome Canada

- Investigate various sources for insights, assess business challenges, develop actionable recommendations, and explore potential solutions.
- Establish targeted goals and budgets aligned with marketing and business objectives.
- Design and develop user-friendly websites and implement new technologies.
- Engage local businesses and the community to promote the business as the premier destination for corporate and private events.
- Design and develop strategic planning across diverse platforms, including Google Ads and social media networks.

Apr 2022 -
Dec 2023

UX Strategist

Yellow Pencil - Toronto, Fully remote

- Explored multiple sources for discovery, analyzed business problems, synthesized recommendations, and explored solutions..
- Worked closely with project managers, content strategists, designers, and developers to communicate complex ideas, offer strategic guidance and provide feedback.
- Led workshops for public sector stakeholders and external business users, including vision workshops, interviews, customer story mapping sessions, usability testing, and delivering reports and presentations.
- Collaborated with project managers and stakeholders to define requirements and transform them into user stories, acceptance criteria, and a clear backlog.

Feb 2020 -
Dec 2021

Sales CX Specialist

Shoppers Drug Mart - Toronto

- Implemented eClienteling app functions to support sales and customize the customer's needs.
- Analyzed existing experiences and understood new business and website user needs.
- Engaged with the community through social media to elevate engagement and interaction.

Aug 2018 -
May 2019

Design Strategist

Institute without Boundaries - Toronto

- Conducted qualitative and quantitative user research by observing user behaviours and applied problem-solving to identify gaps and opportunities.
- Facilitated various design Charrettes, including working closely with the contributors' team to conduct research and produce strong visual and written content..
- Created and maintained documentation, including project charter, project plan, action log, risk matrix, and status reports for the project.

Mar 2016 -
Feb 2017

Digital Marketing Manager
APS Machine

- Led visual identity concepts and implemented a consistent and cohesive brand identity across all online channels.
- Collaborated with internal business divisions and agency partners on end-to-end campaign support from ideation to execution and result tracking.
- Developed and implemented exhibition strategies to boost sales and improve product awareness, customized to suit customer needs based on specific locations..
- Created and launched new online sales strategies that resulted in a 20% sales increase.

Dec 2012 -
Nov 2016

Co-founder - Marketing Manager | Designer & Web Specialist
Kar Graphic

- Conducted research from user and stakeholder interviews and analyzed data to inform the brand's messaging, visual identity, and channel strategy.
- Executed design projects from ideation to implementation while managing individual workflow, schedule, and deadlines.
- Lead and facilitate brand workshops for naming and brand messaging with large stakeholder groups, including executives.

EDUCATION

2021 - 2022

MA: Design for Change

Dun Laoghaire Institute of Art, Design and Technology

2018 - 2019

Post-Grad Degree: Interdisciplinary Design Strategy

George Brown College

EXPERTISE

Tools & Technologies

- | | | |
|---------------------|-------------------------------|---------------------|
| • Adobe Illustrator | • Figma | • SQL |
| • Adobe InDesign | • Google Analytics | • HTML/CS |
| • Adobe Photoshop | • MS Office (Excel, Word,...) | • Usability testing |

Core Competencies

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|-------------------------|------------------------------|-------------------------|
| • Team Leadership | • Journey Mapping | • Workshop Facilitation |
| • UX Research | • User Stories | • Synthesizing |
| • Business Requirements | • Product and Service Design | • Project Management |

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