




Negaar Misaghian


[She -Her]

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 New York, NY

SKILLS

Design Thinking & Strategy

User- Centered Design

Problem Solving

Information Architecture

Research & Synthesis

Adobe Creative Suite

Figma/Sketch

Wireframing & Information

Architecture

Prototyping

Accessibility and Inclusive Design

Customer Journey Mapping

User Flows

Usability Testing

Visual Design

Client Relations

Collaboration

Presentations

EDUCATION

FASHION & TEXTILE DESIGN

NORTH CAROLINA STATE UNIVERSITY

Bachelors of Science, 2016

UX DESIGN IMMERSIVE

GENERAL ASSEMBLY

Certificate, 2021

WAI0.1x: Introduction to Web

Accessibility

W3Cx, Web Accessibility Initiative (WAI)

Certificate, 2023

FASHION & SUSTAINABILITY:

UNDERSTANDING LUXURY IN A

CHANGING WORLD

LONDON COLLEGE OF FASHION & KERING

Certificate, 2020

FASHION'S FUTURE: THE

SUSTAINABLE DEVELOPMENT GOALS

FASHION REVOLUTION

Certificate, 2020

EXPERIENCE

USER EXPERIENCE DESIGNER | INFORMATION ARCHITECT CAPGEMINI

11.2021- Present

- Senior Consultant on the Digital Customer Experience team in financial services.
- Servicing banking and capital market clients by gathering business requirements, incorporating **customer feedback analytics** and **usability findings** into credit card and co-branded micro sites to create user-centric experiences in a collaborative environment with designers, copywriters, project managers, and development teams.
- **Discover key pain points** of our stakeholders, leading to the implementation of features and **iterative wire-framing, user flows, and prototypes** that optimize the experience and increase engagement.
- Conduct **brainstorm and strategy** sessions for new business and existing clients.
- Participate in customer research to understand customer needs and behaviors to create thoughtful solutions.
- **Present work, articulate strategy and impact** of content decisions to clients and leadership.
- Contributed pro-Bono UX/UI design work for company partner and client, George Mason Center for Climate Change Communication. The organization is a leading resource in the sustainability space, the redesign was vital to maintaining their mission.
- Light bulb session co-lead for the Movements in Innovation Council company resource group.

UX DESIGNER, *Freelance*

SWEMKIDS

04.2021

- Redesign of SwemKids website, a non-profit dedicated to eliminating the barriers to black children learning to swim.
- Conducted user research and **usability testing** to discover **key pain points of our stakeholders**, leading to the implementation of features and **iterative wireframing and prototypes** that optimized the experience and increase engagement.

LUXURY APPAREL FASHION DESIGNER

MARCHESA | OSCAR DE LA RENTA | VERA WANG

2016- 2021

- **Conceptualized**, researched, sketched, developed designs with Creative Directors to develop all RTW, Bridal, VIP Made to Order, and licensee collections.
- **Intimately engaged** in fittings with clients, evaluating fit and silhouette on various bodies.
- **Product Management:** Oversaw design operations, created design calendar, maintained style sheets, updated seasonal budget, took and distributed fitting notes. Implemented new processes to create **consistent communication** with external and internal stakeholders.
- **Collaborated** with **cross-functional** teams from inception to execution of sampling and production. Worked closely to **problem solve** production issues, to establish fit and quality for **customer satisfaction**.
- Applied innovative pattern-making techniques to create modern shapes for the brand DNA. Designed and draped samples with fabric and embroidery treatments, created and led the development of new textures and 3D floral developments, developed artwork and techniques for custom laces, trims, and embroideries seasonally.
- Maintained communication with and traveled to Indian and local factories to oversee development of embroideries, ensuring overall vision and quality is clearly understood by vendors.