

SENA BAKIR

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PROFESSIONAL SUMMARY

UX/Product Designer with 8+ years of professional experience, including 5+ years specializing in enterprise B2B SaaS product design. Experienced in transforming complex data into intuitive, user-centered digital experiences through data visualization, dashboard design, AI-powered product experiences, and scalable design systems. Proficient in industry-leading design and collaboration tools including Figma, Adobe XD, Adobe Illustrator, Framer, Webflow, and Azure DevOps. Proven track record of leading end-to-end product design from discovery through delivery while collaborating with Product Managers, Engineers, and cross-functional stakeholders to solve complex business challenges. Passionate about simplifying enterprise workflows through human-centered design and delivering measurable business outcomes.

CORE COMPETENCIES

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|-----------------------------|--------------------------------|------------------------|
| ❖ Wireframing & Prototyping | ❖ Usability Testing & Research | ❖ Interaction Design |
| ❖ Information Architecture | ❖ Data Visualization | ❖ Design Systems |
| ❖ User Interviews | ❖ Agile Product Development | ❖ Accessibility (WCAG) |

PROFESSIONAL EXPERIENCE

Senior UX/Product Designer

Jan 2025 – Dec 2025

Environics Analytics – Toronto, Ontario

- Transformed Envision, a training-intensive enterprise B2B SaaS platform into an intuitive self-service experience, nearly eliminating the need for formal user training.
- Led end-to-end design for Envision, used by enterprise clients to drive data-informed decisions
- Defined AI-driven features that reduced design specification lookup time by 60%, improving designer and developer efficiency.
- Collaborated with Product Managers, Engineers, and stakeholders in Agile environments using Azure DevOps to define user stories and align product strategy with business goals.
- Developed and maintained design systems and style guides to improve accessibility, consistency, and scalability

User Experience Designer

Oct 2021 – Jan 2025

Environics Analytics – Toronto, Ontario

- Conducted user research, interviews, and competitive analysis to inform product strategy and feature development
- Redesigned platform architecture and UI, improving usability and task efficiency across core workflows
- Designed data-rich dashboards that transformed complex datasets into clear, actionable insights
- Facilitated prototyping sessions and iterative design reviews based on stakeholder and user feedback
- Created internal data visualization guidelines to elevate design quality and consistency across teams

User Experience Designer

Mar 2021 – Jun 2021

Canadian Mental Health Association – Toronto, Ontario

- Conducted diary studies and synthesized findings into actionable design improvements for mental health platforms
- Redesigned website architecture and UI to improve accessibility and user engagement
- Applied UX best practices to enhance content clarity and navigation for diverse user groups
- Produced digital reports and training materials that increased user task completion rates by 80%

Senior Data Analyst

Jan 2019 – Jan 2021

Cognizant Technology Solutions – Toronto, Ontario

- Designed dashboards and presented weekly insights to support data-driven decision-making
- Improved data quality processes and developed workflow diagrams to streamline operations
- Led problem-solving initiatives and provided mentorship to junior analysts
- Collaborated cross-functionally to translate business needs into analytical solutions

Data Analyst

May 2018 – Jan 2019

Cognizant Technology Solutions – Toronto, Ontario

- Analyzed large datasets to generate actionable insights for business stakeholders
- Supported implementation of quality assurance processes and workflow improvements
- Contributed to analytical problem-solving and solution optimization
- Maintained strong communication with cross-functional teams

Marketing Assistant

Jul 2016 – Oct 2016

Bausch and Lomb – Istanbul, Turkey

- Designed marketing materials including brochures, promotional assets, and presentations
- Analyzed campaign data to provide actionable marketing insights
- Organized workshops and presentations for internal teams and partners
- Supported sales enablement through training and collaboration initiatives

EDUCATION

Postgraduate Certificate in User Experience Design , Humber College, Toronto, Ontario	Jul 2021
Bachelor of Science in Manufacturing Systems Engineering , Sabanci University, Istanbul, Turkey	Jun 2016
Exchange Program in Management Information Systems , University of Massachusetts, Lowell, USA	May 2015

COLLABORATIVE WORK

Path Partner Application, Humber College, Toronto, Ontario Feb 2021 – Apr 2021

- Designed a mobile solution aimed at reducing urban gas emissions by encouraging sustainable transportation behaviors
- Conducted diary studies to gather qualitative user insights on commuting habits and barriers to biking
- Developed wireframes and interactive prototypes to validate concepts and improve user engagement
- Led ideation sessions to address user hesitations around cycling and promote behavior change

Mobile Banking Application, Humber College, Toronto, Ontario Oct 2020 – Dec 2020

- Conducted user research with senior users to identify usability challenges in mobile banking applications
- Created user personas based on interviews to inform inclusive and accessible design decisions
- Mapped customer journeys and future-state experiences to improve usability and user confidence
- Designed low- and high-fidelity wireframes and interactive prototypes for usability testing

Personalized Healthcare Application, Humber College, Toronto, Ontario Sept 2020 – Dec 2020

- Identified user needs, pain points, and expectations for a personalized healthcare solution
- Conducted user research and synthesized findings through affinity diagrams and personas
- Designed wireframes and prototypes to support user-centered feature development
- Collaborated cross-functionally to iterate on design solutions throughout the product lifecycle