

# SENA BAKIR

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## QUALIFICATIONS

- 5+ years of experience designing enterprise B2B SaaS products, specializing in data visualization, dashboard design, and scalable design systems
- Proven ability to translate complex datasets into intuitive, user-centered interfaces that drive business decision-making
- Strong background in user research, usability testing, and iterative design within agile, cross-functional teams
- Expertise in end-to-end product design, from discovery and ideation to prototyping, testing, and delivery
- Advanced proficiency in Figma, Adobe XD, Adobe Illustrator, Framer, Webflow, Azure DevOps; working knowledge of Python, SolidWorks, Reality Composer, and Canva

## CORE COMPETENCIES

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

## PROFESSIONAL EXPERIENCE

### Senior UX/Product Designer

Jan 2025 – Dec 2025

Environics Analytics – Toronto, Ontario

- Led end-to-end design for Envision, a B2B SaaS analytics platform used by enterprise clients to drive data-informed decisions
- Defined and integrated AI-driven features, balancing user needs, technical feasibility, and business goals
- Authored user stories and collaborated with product managers and engineers in Azure DevOps within agile sprints
- Developed and maintained design systems and style guides to improve accessibility, consistency, and scalability
- Partnered with stakeholders to align product strategy with user insights and business priorities

### 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

<b>Postgraduate Certificate in User Experience Design</b> , Humber College, Toronto, Ontario	Jul 2021
<b>Bachelor of Science in Manufacturing Systems Engineering</b> , Sabanci University, Istanbul, Turkey	Jun 2016
<b>Exchange Program in Management Information Systems</b> , 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