www.senabakir.com | h.senabakir@gmail.com | 647-784-9684

SENA BAKIR
User Experience Designer

5+ years of experience designing complex B2B SaaS analytics platforms, specializing in enterprise data visualization, dashboard design, and accessible design systems. Proven track record in **stakeholder management** and transforming dense datasets into intuitive interfaces for business decision-makers while collaborating with cross-functional teams in **agile environments**. Experience with **financial services** and banking applications.

EXPERIENCE

Senior UX/Product Designer
Jan 2022 – Dec 2025

Environics Analytics, Toronto, ON, Canada

- Led end-to-end design for **Envision**, a B2B SaaS analytics platform serving enterprise clients, *improving user task completion rates by 90%*
- Drove **stakeholder management** across product, engineering, and business teams to align on user-centered design decisions
- Explored and implemented **AI-powered features**, guiding cross-functional teams to balance user needs with technical constraints
- Authored user stories in **Azure DevOps** to streamline **agile methodology** collaboration and product management workflows
- Developed comprehensive **style guides** that enhanced accessibility compliance and design system consistency across the platform

User Experience Designer
Oct 2021 – Jan 2022

Environics Analytics, Toronto, ON, Canada

- Conducted **user research** and competitive analysis to align company objectives with client goals, *increasing user satisfaction scores by 70%*
- Enhanced software user interface with intuitive information architecture using user experience best practices
- Designed **interactive dashboards** that transformed complex data into insight-driven interfaces, *reducing data interpretation time by 80%*
- Led **prototyping sessions** and iterated designs based on stakeholder feedback
- Created **data visualization guidelines** to elevate organizational design literacy

User Experience Designer
Mar 2021 – Jun 2021

Canadian Mental Health Association, Toronto, ON, Canada

- Conducted a **diary study** with 25+ participants and implemented findings to improve the website's user experience, *boosting engagement by 45%*
- Applied user experience best practices to redesign the campus mental health website for improved accessibility
- Designed human services web pages using **information architecture (IA)** best practices
- Created digital reports and training documentation to support ongoing content management

Quality Analyst
Jan 2019 – Jan 2021

Cognizant, Toronto, ON, Canada

- Designed **analytical dashboards** for **financial services** clients and presented weekly data insights to stakeholders, *improving decision-making efficiency by 50%*
- Implemented and refined quality policies using **agile methodology**, establishing standardized process flow diagrams
- Demonstrated strong **problem-solving skills** through independent issue resolution
- Provided constructive feedback to the team as a **team lead**

Data Analyst
May 2017 – Jan 2019

Cognizant, Toronto, ON, Canada

- Analyzed statistical data and provided **actionable insights** that informed business decisions
- Implemented **quality policies**, processes, and workflow optimizations
- Evaluated solutions and provided recommendations for junior analyst inquiries
- Maintained clear and **collaborative communication** across teams

Marketing Assistant *Jul 2016 – Oct 2016*
Bausch and Lomb, Istanbul, Turkey

- Created designs for **promotional products**, pamphlets, and brochures
- Collected and visualized data, providing **strategic insights** for marketing campaigns
- Organized **workshops and presentations** for the marketing team
- Mentored sales department and company partners through in-person and remote sessions

SKILLS

Design Skills

Wireframing	Interviewing
Prototyping	Empathy Mapping
Usability Testing	Contextual Inquiry
Interface Design	Persona Creation

Software Skills

Adobe Illustrator	Reality Composer
Adobe XD	Solidworks
Figma	Python
Canva	Azure

EDUCATION

Post Graduate Certificate in User Experience Design *Sept 2020 – May 2021*
Humber College, Toronto, ON, Canada

Bachelor's Science Degree in Manufacturing Systems Engineering *Sept 2011 – June 2016*
Sabanci University, Istanbul, Turkey

Exchange Program in Management Information Systems *Jan 2015 – May 2015*
University of Massachusetts, Lowell, USA

COLLABORATIVE WORK

Path Partner Application *Feb 2021 – April 2021*
Humber College, Toronto, ON, Canada

- Developed an app solution to **reduce gas emissions** in Toronto, targeting *a 20% reduction* in vehicle usage
- Implemented a **diary study** methodology to collect qualitative user data from 30+ participants
- Ideated product features to address **Torontonians' biking hesitance**
- Designed wireframes and created **interactive prototypes**

Personalized Healthcare Application *Sept 2020 – Dec 2020*
Humber College, Toronto, ON, Canada

- Identified user needs and expectations through **stakeholder interviews**
- Collected data and established **affinity diagrams** and user personas
- Collaborated with all team members throughout each project phase
- Designed sketches, wireframes, and created **high-fidelity prototypes**

Mobile Banking Application *Oct 2020 – Dec 2020*
Humber College, Toronto, ON, Canada

- Collected data from seniors who use mobile banking through **user interviews**
- Created detailed **user personas** based on interview findings
- Established **customer journey maps** and future state maps
- Designed solutions to build **seniors' confidence** in mobile banking, *improving usability scores by 90%*

EXTRACURRICULAR ACTIVITIES

Social Committee Member *Jul 2018 – Jan 2019*
Cognizant
Initiated social activities within the company, including organizing yearly formal events

Tea Talks Organizer with CEOs & Vice Presidents *Oct 2012 – June 2014*
Sabanci University
Arranged exclusive meetings and discussions with prominent business leaders and CEOs

Debate Club Member *Oct 2012 – June 2014*
Sabanci University
Led organization for a major international debate event—only the 3rd time held in Turkey