

# Semire Bamikole

Product Designer, Product Analyst

Currently based in Toronto, ON

[Portfolio](#)

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[Email](#)

## EXPERIENCE

### **CIBC Wood Gundy** — *UX Designer/Business Analyst*

SEPT 2025 - PRESENT, TORONTO ON

- Scaled the design of a new client-facing servicing experience, translating complex financial workflows and business requirements into intuitive, scalable product solutions
- Partnered closely with business and technology stakeholders to shape requirements, ensuring alignment with product goals and regulatory constraints
- Designed and executed **20+ usability tests**, synthesizing qualitative and quantitative insights to identify friction points and improve task success
- Synthesized research and product insights using CIBC AI-assisted analysis to identify patterns at scale and deliver actionable recommendations that influenced design decisions and product direction
- Designed and implemented an intake process for design requests, standardizing requirement gathering across teams, improving visibility into incoming work, and streamlining workflow, documentation, and prioritization for the design team

### **Black Financial Consulting Group (KomKom App)** — *Founding Product Designer/Product Analyst*

JUL 2025 - SEPT 2025, TORONTO ON

- Led end-to-end product design and analysis for a fintech startup, transforming ambiguous ideas into structured problem statements, user flows, and high-fidelity solutions
- Defined product success metrics, guiding roadmap decisions and feature prioritization
- Collaborated cross-functionally with founders, product, and engineering to align user needs with business goals and technical constraints
- Drove rapid experimentation and validation using user research and data insights, improving key product metrics
- Leveraged AI tools to accelerate prototyping, streamline workflows, and enhance iteration speed

## EDUCATION

### **PeopleCert-** *ITIL Foundation (Version 5)*

IN PROGRESS

### **Data Science Institute at UofT-** *Data Science Certificate*

DEC 2024

### **Co.Lab-** *UX/UI Certificate*

DEC 2020

### **Fanshawe College-** *Advanced Ergonomics Certificate*

DEC 2020

### **University of Waterloo-** *BSc. Kinesiology (Ergonomics Minor)*

JUN 2019

## CORE SKILLS

### **Product & UX Strategy**

End-to-end product design (0→1 and optimization)

User flows, journey mapping, information architecture

Product thinking, roadmap influence, prioritization

### **Data & Analysis**

SQL, Python, Excel

Product performance analysis, funnel analysis

## TD Bank — Senior UX Designer

AUG 2024 - JUN 2025, TORONTO ON

- Contributed to shaping the design strategy for personal and business credit card experiences using insights from user research, journey analysis, and market trends
- Collaborated in a cross-functional team to translate complex product insights into executive-level presentations to influence product strategy and prioritization
- Led end-to-end redesign of business credit card journeys, aligning user needs with business goals and improving application experience

## BMO — Product Designer

MAY 2022 - MAY 2024, TORONTO ON

- Led redesign of a key acquisition experience, contributing to a **92% increase in applications** through data-informed design and iterative testing
- Partnered with analytics and business teams to evaluate performance metrics and identify opportunities for optimization
- Contributed to homepage and navigation redesign, reducing bounce rates by **62% (Canada)** and **28% (U.S.)**
- Supported migration experience for 2M+ users by aligning business requirements, user needs, and operational constraints
- Maintained product documentation (user flows, requirements, specifications) to support cross-team alignment and delivery
- Coordinated testing efforts including UAT support, defect tracking, and usability validation prior to launch

## PROJECTS

### Bank Marketing Data Analysis — Data Science Institute at UofT

- Collaborated on a 4 person team analyzing banking campaign data to identify customer engagement trends and campaign effectiveness
- Performed data cleaning, exploratory analysis, and statistical evaluation using Python
- Built visualizations and presented insights, translating complex data into clear business recommendations

A/B testing, hypothesis-driven design

### Research & Validation

Usability testing (moderated & unmoderated)

User research, personas, behavioral insights

Experimentation and data-informed iteration

### Business & Collaboration

Stakeholder communication & alignment

Requirements gathering & translation

Working in regulated fintech environments

## TOOLS

Figma, Power BI, Excel, Miro, Jira, UserTesting, Adobe Creative Cloud, v0, Claude, ChatGPT, Python (Pandas, NumPy), Microsoft 365, Salesforce, Google Analytics, Confluence