

Semire Bamikole

Product Designer

Currently based in Toronto, ON

[Portfolio](#)

[LinkedIn](#)

[Github](#)

[Email](#)

EXPERIENCE

CIBC Wood Gundy — UX Designer/Business Analyst

SEPT 2025 - JUN 2026, TORONTO ON

- Designed and implemented an enterprise intake and prioritization process for design requests, standardizing requirements gathering, documentation, and visibility across teams — **cutting intake-to-kickoff turnaround by 50%, from 4 days to 2** — and creating a reusable governance model for incoming work
- Scaled the design of a new client-facing servicing feature in Figma, translating complex financial workflows, business requirements, and regulatory constraints into intuitive, scalable solutions
- Designed and executed **20+ unmoderated usability tests** on a net-new servicing feature, surfacing **4 major usability issues pre-development** and driving the design changes that resolved them
- Synthesized research and product data using CIBC AI-assisted analysis to identify patterns at scale, delivering actionable, insight-driven recommendations that shaped design decisions and product direction
- Partnered with business and technology stakeholders to shape requirements and ensure alignment with product goals, governance standards, and regulatory constraints
- Planned and facilitated a cross-functional workshop with marketing stakeholders to surface workflow gaps in content creation, leading ideation that improved process alignment, output consistency, and brand-standard adherence across business partners

Black Financial Consulting Group (KomKom App) — Founding Product Designer

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
- Took the product from ambiguity to build-ready in 12 weeks, **delivering 9 core user flows and 30+ high-fidelity screens** as a complete design specification for engineering handoff
- Collaborated cross-functionally with founders, product, and engineering to align user needs with business goals and technical constraints

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

- Leveraged AI tooling and Figma plugins to accelerate prototyping and streamline workflows, compressing concept-to-testable-prototype cycles in a resource-constrained startup environment

TD Bank — Senior UX Designer

AUG 2024 - JUN 2025, TORONTO ON

- Partnered with a cross-functional team to translate complex product, research, and performance insights into executive-level presentations and visual narratives that influenced product strategy and prioritization
- Contributed to the design strategy for personal and business credit card experiences using user research, journey analysis, and market trend insight
- Led redesign of business credit card journeys, aligning user needs with business goals and improving the 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
- Contributed to homepage and navigation redesign using Figma, **reducing bounce rate by 62% (Canada) and 28% (U.S.)**
- Partnered with analytics and business teams to evaluate funnel and performance metrics, identifying and prioritizing optimization opportunities
- Supported the migration experience for **2M+ users**, aligning business requirements, user needs, and operational constraints
- Established and maintained standardized product documentation (user flows, wireframes, scenarios, requirements, specifications) to promote consistency, reuse, and cross-team alignment
- Coordinated testing efforts including UAT support, defect tracking, and usability validation prior to launch

PROJECTS

Bank Marketing Data Analysis — Data Science Institute at UofT

- Analyzed banking campaign data with a 4-person team to identify customer engagement trends and campaign effectiveness
- Performed data cleaning, exploratory analysis, and statistical evaluation in Python (Pandas, NumPy)
- Built visualizations and presented findings, translating complex data into clear business recommendations for a non-technical audience

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

Design

Figma, Miro, Jira, UserTesting, Adobe Creative Cloud

Data

Power BI, Excel, Python (Pandas, NumPy), Microsoft 365, Salesforce, Google Analytics, Confluence

AI tools

v0, Claude, ChatGPT