Cheikh Ahmadou Bamba NDIAYE

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PROFESSIONAL SUMMARY

Experienced UX Designer with 3+ years of expertise in creating engaging user experiences that align with business goals for 5+ products/SaaS. Skilled at diverging from conventional UX approaches while maintaining user-friendly designs and business success.

SKILLS & TOOLS

- Product Design, UX/UI Design
- User Experience Design, UX Design
- Research, Wireframing
- User Interface Design, UI Design
- Interaction Design, Rapid Prototyping

- Figma, Figjam, Sketch, Miro
- Preely, Invision, Zeplin, Jira, Confluence
- Google Analytics, Hotjar
- AdobeCC, GSuite
- HTML, CSS, WordPress, API, Databases

WORK HISTORY

LEAD USER EXPERIENCE DESIGNER, 09/2020 to Current
Paps, Dakar

- Led UX design for 6 products, raising $4.5M in funding and expanding the company into 4 countries.
- Achieved and maintained 80% product satisfaction through user-centered design.
- Reduced support demand by 20% through product improvements.
- Maintained UX issue rate below 10% after each release with continuous testing.
- Collaborated with 10+ teams for seamless integration of requirements and ideas.
- Successfully coached a junior designer, enabling independent project leadership.
- Temporarily assumed Product Manager role, managing planning, coordination, and projects.

GRAPHIC AND MULTIMEDIA DESIGNER, 03/2019 to 08/2020
Groupe ISM, Dakar

- Designed 200+ graphics, including posters, brochures, ads, web design, and motion graphics.
- Led web design and email campaigns, doubling enrollment and generating a +71% in organic leads.
- Created engaging content for Instagram and Youtube, boosting platform engagement by 33%.
- Revamped company branding materials, utilized by all 100+ employees.
- Photographed and edited 600+ photos for two yearbooks.
- Developed 2 websites, ensuring access to school resources and supporting the university's incubator program.

Investigator and Data Entry Agent, 04/2018 to 06/2018
Alcatel One touch, Dakar

In charge of creating data entry templates using CsPro for data collected in the field. Once the data collected, I was also in charge of processing them using Spss software to obtain statistical results.

Freelance, 06/2018 to Current

As a freelancer, I have worked on UI/UX design projects for mobile and web platforms, administered websites with WordPress, created infographics and worked on motion design projects. with customers in the e-commerce, construction, ngo, education and digital marketing sectors.

EDUCATION

Master Degree in User Experience Design (UX Design), 12/2020

Digital Campus - Dakar

Bachelor Degree in Software Engineering, 06/2018

Engineering School of Groupe ISM - Dakar

ADDITIONAL INFORMATION

- Figma Community Advocate
- Level 6 Google Maps Local Guide
- Speaker and Coach

LINKS

Portfolio : bambandiaye.me

Linkedin : linkedin.com/in/bambandiaye05

Figma : friends.figma.com/u/m64772/