

Cheikh Ahmadou Bamba NDIAYE

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ABOUT ME

Experienced UX Designer with 5+ years of expertise in creating engaging user experiences and skilled at diverging from conventional UX approaches while maintaining user-friendly designs and business success. You can call me "Bamba", my firstnames are way too long to memorize ;-)

WORK HISTORY

UX DESIGNER, Since June 2023

Genetec inc, Montréal - QC, Canada

- Working mainly on the new generation of products of Genetec used worldwide (Security Center Saas Web, Desktop and Mobile). Alongside 4 designers, +30 developers and +5 product people.
- Working also on 2 incubation products (Genetec ClearID to revamp and another confidential one)
- Delivering high fidelity mockups using the design system for Desktop, Web and mobile environment.

LEAD UX DESIGNER, September 2020 to June 2023

Paps logistics, Dakar, Sénégal

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

GRAPHIC AND MULTIMEDIA DESIGNER, March 2019 to August 2020

Groupe ISM, Dakar, Sénégal

- Designed 200+ graphics,(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 photos for two consecutive yearbooks.
- Developed 2 websites, ensuring access to school resources during Covid and supporting the university's incubator program.

INVESTIGATOR AND DATA ENTRY AGENT, 04/2018 to 06/2018

Alcatel One touch, Dakar, Senegal

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 2023

Since 2018 as a freelancer, I have worked on UI/UX design projects for mobile and web platforms, created and 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.

TOOLS & SKILLS

- Figma, Sketch, Miro, AdobeCC
- Preely, Zeplin, Jira, Confluence, Azure devOps
- Google Analytics, Hotjar, GSuite
- HTML, CSS, WordPress, API, Databases
- Empathy, Active listening
- Communication, Storytelling, Synthesis
- Problem-solving, Adaptability, Mediation
- Critical thinking, Creativity, Curiosity

EDUCATION

Master Degree in User Experience Design (UX Design), 2018/2020

Digital Campus - Dakar

Bachelor Degree in Software Engineering, 2015/2018

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](https://www.linkedin.com/in/bambandiaye05)