

Cheikh Ahmadou Bamba Ndiaye ("Bamba")

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Innovative Product Designer with over 5 years of experience, blending startup agility with enterprise-grade design solutions. Proven track record of delivering user-centered solutions with 80% satisfaction rates while supporting business growth and driving international market expansion. Skilled in product strategy, cross-team collaboration, and building high-quality prototypes.

PROFESSIONAL EXPERIENCE

UX Designer at Genetec Inc. (*World's leading physical security*)

June 2023 – Present | Montréal, QC

- Collaborate with cross-functional teams of 30+ developers and 5+ product managers to design Genetec's next-generation security solutions across web, desktop, and mobile platforms. Designed user flows, wireframes, and prototypes.
- Contribute to the UX design efforts for the Genetec ClearID™ revamp and a confidential incubation product, ensuring alignment with global user requirements.

Lead UX Designer at Paps Logistics (*Series A logistics startup, #1 in French-speaking Africa*)

September 2020 – June 2023 | Dakar, Sénégal

- Led UX design for 6 products, contributed to securing \$4.5M in funding and driving expansion into 4 new markets.
- Achieved and sustained 80% product satisfaction score; optimized user flows to reduce customer support tickets by 20%.
- Maintained UX issue rate below 10% post-release by implementing continuous feedback loops.
- Mentored a junior designer to independently lead projects
- Temporarily assumed Product Manager responsibilities for strategic initiatives.

Graphic Multimedia Designer at Groupe ISM (*Private University, 10000+ students*)

March 2019 – August 2020 | Dakar, Sénégal

- Designed 200+ marketing assets (posters, brochures, ads, digital content), doubling enrollment rates and increasing organic leads by 61%.
- Led website redesign and email campaigns, resulting in a 33% boost in platform engagement.
- Rebranded corporate materials used by 100+ employees; developed 2 websites supporting educational resource access during COVID-19.

Freelance UX/UI Designer | Independent

June 2018 – 2023 | Remote

- Delivered UI/UX design projects for clients in e-commerce, construction, NGOs, government, and education sectors.
- Created and managed WordPress websites, infographics, and motion design assets tailored to diverse client needs.

EDUCATION

Master's Degree in User Experience Design

Digital Campus, Dakar | 2018 – 2020

Bachelor's Degree in Software Engineering

Engineering School of Groupe ISM, Dakar | 2015 – 2018

TOOLS & SKILLS

- **Design & Prototyping:** Figma advanced, Sketch, Adobe CC, Wireframing, Design systems, component libraries, accessibility (WCAG)
- **Research & Analytics:** Persona development, User interviews, usability testing, Google Analytics, Hotjar, journey mapping
- **Methodologies:** Design thinking, Jobs-to-be-Done, Lean UX, human-centered design, agile/scrum
- **Technical:** Generative AIs, HTML5, CSS3, JavaScript, WordPress, API Integration, Jira, Confluence, Azure DevOps
- **Leadership:** Design and user advocacy, Cross-functional Collaboration, Stakeholder Management, Team Mentoring, Workshop Facilitation

COMMUNITY

- [Figma Community Advocate](#)
- [Speaker and Coach](#)
- [Level 6 Google Maps Local Guide](#)

LINKS

- Portfolio: bambandiaye.me
- LinkedIn: [linkedin.com/in/bambandiaye05](https://www.linkedin.com/in/bambandiaye05)