

Aleena Aamir

UX Designer

About Me

A UX Designer with 5+ years of experience designing complex, high-impact digital products across fintech, healthtech, and automotive platforms. I love turning complicated workflows into simple, human-centered experiences, with experience in clinical software used during medical procedures and large-scale mobile banking application. I've collaborated with cross-functional teams in both enterprise and startup environments, always balancing user needs, business goals, and technical constraints.

Contact

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Tools

- Figma
- Adobe XD
- Sketch
- Balsamiq
- Canva
- Google Suite
- Microsoft Office

Skills

- Competitive Analysis
- Usability Testing
- Journey Mapping
- Personas
- Wireframes and Prototyping
- Information Architecture
- Survey design & user interviews
- Card Sorting

Education

Masters in Information Management and User Experience Design
University of Toronto

Bachelors in Digital Enterprise Management
University of Toronto Mississauga

Experience

Experience Designer | Razorfish

Dec 2021-Present

Client: TD Bank US Mobile

- Led end-to-end UX design for mobile banking features, from discovery through high-fidelity design and developer handoff
- Translated complex financial workflows into intuitive mobile experiences, increasing usability and engagement
- Created user flows, wireframes, interactive prototypes, and designs for new features and enhancements
- Partnered with the research team to run usability tests, synthesizing findings into design iterations
- Conducted competitive analysis across major US banking apps to identify UX gaps and opportunity areas
- Collaborated in a cross-functional team with developers and other designers across the mobile app

Client: Stellantis & Mopar

- Designed digital experiences for Jeep, Dodge, Ram, Chrysler, and their owner's platform Mopar
- Created experience maps, IA, wireframes, and user flows for large-scale automotive service journeys
- Helped create and maintain Mopar's design system
- Collaborated with multi-disciplinary teams including the stakeholders

UX Designer | KKT

Jun 2021- Dec 2021

- Designed an internal software used by orthopaedic doctors during live ultrasound procedures
- Simplified complex clinical workflows into fast, low-cognitive-load interfaces for time sensitive environments
- Conducted concept validation and usability testing with medical professionals
- Designed scalable components to ensure consistency and efficiency across workflows
- Collaborated with clinicians, business, marketing, and engineering to align user needs with regulatory and technical constraints

UX Designer | Intelligent Innovations Lab

Feb 2021- Sept 2021

- Designed a web-based health platform connecting doctors and patients
- Created components, wireframes, and high-fidelity visual designs
- Collaborated with cross-functional teams to define requirements and UX strategy

Projects

UX/UI Designer | Medique

- Conducted user interviews with patients to understand user pain-points
- Developed personas and journey mapping
- Led usability testing and translated findings into design improvements
- Designed wireframes and visual designs

UX/UI Designer | Camp Ontario Intranet

- Redesigned the company intranet to improve information architecture and content discoverability
- Introduced new features to enhance internal communication and resource access