

## Experience

### Experience Designer | Razorfish

Dec 2021-Present

Client: TD Bank USA

- 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 (FCA & 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/UI 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 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

# Aleena Aamir

UX Designer

## Bio

UX Designer with 5+ years of experience designing complex, high-impact digital products across fintech, healthtech, and automotive platforms. Specialized in translating intricate workflows into intuitive, human-centered experiences, including clinical software used during medical procedures and large-scale mobile banking application. Experienced working with cross-functional teams in enterprise and startup environments, bridging user needs, business goals, and technical feasibility.

## Contact

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## Skills

Competitive analysis  
Usability testing  
Journey mapping  
Personas  
Wireframes and prototyping  
Information architecture  
Survey design & user interviews  
Card sorting

## Tools

Figma, Figjam, Adobe XD, Sketch, Balsamiq, Canva, Google Suite, Microsoft Office

## Education

**Masters in Information Management and User Experience Design**

University of Toronto

**Bachelors in Digital Enterprise Management**

University of Toronto Mississauga