RIA SEN

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PROFESSIONAL SUMMARY

UI/UX Designer with 3+ years of experience designing SaaS products, leading accessible design system initiatives (AODA, WCAG), and collaborating with developers, project managers, and international teams. Passionate about taking initiative, iterating feedback, and creating user-first digital solutions.

PROFESSIONAL EXPERIENCE

Intermediate UI/UX Designer I CITATION CANADA I London, ON, Canada   **Sep '22 - Jul '25**
- Led design coordination and execution for a global platform rebrand, partnering with an international design teams, local developers, PMs, and department leads to ensure consistent rollout across 20+ digital products
- Rebuilt the company-wide design system in Figma, incorporating AODA and WCAG 2.2 accessibility standards, resulting in improved compliance and usability across all rebranded interfaces
- Migrated the design team from Sketch and InVision to Figma, streamlining collaboration and reducing feedback loops by 30%, enabling faster prototyping and developer handoffs
- Advocated for and established user testing practices, leading the team's first usability testing sessions and uncovering key pain points that directly influenced product improvements

UX Designer / Project Associate I CGI Inc. I Markham, ON, Canada   **May '21 - Aug '21**
- Conducted compatibility audits across the CGI Ascent design framework, identifying 50+ UI/UX inconsistencies and resolving them via Figma prototypes, reducing front-end rework time by 20% during development cycles
- Facilitated user testing sessions with 15+ participants, leading to key usability insights and driving design updates across Global Wealth and Capital Markets platforms using the CGI Ascent system, increasing task success rates by 25%
- Built and maintained weekly resource allocation trackers in Excel for a team of 10 designers and managers, helping optimize team bandwidth and improve on-time delivery of sprint tasks by 15%

Research Intern I Kantar I Mumbai, Maharashtra, India   **Jun '19 - Aug '19**
- Directly communicated campaign value to 70+ clients in 2 months by analyzing quantitative and qualitative data
- Learnt Kantar's internal data collection systems and demonstrated my ability to work under tight deadlines

PROJECTS

UX Designer / Researcher I CAREERPEER I Waterloo, ON, Canada   **Jan '22 - Apr '22**
- Designed an interactive website on Figma to address the gender pay gap, conducting user research with 10+ potential users to identify key pain points, and built a modular design system that reduced iteration time by 40%

Customer Experience Designer I TD – LAB DESIGN CHALLENGE I Waterloo, ON, Canada   **Jan '19 - Apr '19**
- Collaborated with a cross-functional team to design a mobile investment app using Figma, incorporating user research and testing to improve onboarding flow, final prototype scored 100% on functionality and design in TD Lab's evaluation

EDUCATION

Bachelors of Global Business and Digital Arts I UNIVERSITY OF WATERLOO   **Sep '18 - Jun '22**
- Dean's Honours List, **GPA – 3.9 ,** Experiential Education Certificate
- **Relevant courses:** Advanced User Experience Design and Research, Seminar in User Experience Research, Working in Teams and Project Management, Marketing in the Digital World

SKILLS

- **Design & prototyping:** Figma, Sketch, Adobe XD, Photoshop, Illustrator, InVision; user research, wireframing, usability testing, design systems; strong user empathy and problem-solving
- **Productivity & collaboration:** Jira, Miro, Notion; Agile methodologies, stakeholder communication, basic HTML/CSS, SaaS product knowledge and effective cross-team collaboration