

Samreen Mamaparo

UX DESIGNER

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PROFILE

I am a HR Professional turned UX Designer with a passion for creative problem solving and writing. I completed my UX Design Certificate and Diploma from BrainStation. I am a hardworking team player who is always looking for a challenge and opportunity to get out of my comfort zone.

SKILLS

Figma, Canva, UX Design, UX Research, UX Writing, Design Thinking, Miro, SQL Server, Zoom, Power BI, Camtasia, Microsoft Excel, Adobe Reader&DC, Loom, Google Workspace

EXPERIENCE

Campus Recruitment Associate | BMO Capital Markets via Procom

OCT 2021 - JAN 2023, TORONTO, ON

- Managed full recruitment process, communicating required information to stakeholders involved, leading interview debriefs,
- Conducted user-centered research through surveys, analyzed and reported event data feedback from 6 campus events

Talent Acquisition Onboarding Administrator | OSL Retail Services

SEP 2020 - AUG 2021, MISSISSAUGA, ON

- Led weekly onboarding sprints, hiring over 60 individuals weekly
- Collaborated with SMEs to define learning objectives and goals of onboarding tasks resulting in successful designing of onboarding training manual

Customer Experience Associate | TD Bank

JAN 2019 - MAR 2020, RICHMOND HILL, ON

- Analyzed client profiles to determine best solutions as outlined by their personas while collaborating with colleagues to reach branch goals and LEI

EDUCATION

BrainStation | Diploma, User Experience Design

JUN 2023 - SEP 2023, TORONTO, ON

BrainStation | Certificate, User Experience Design

JUL 2022 - SEP 2022, TORONTO, ON

Ryerson University | Bachelors of Commerce, Human Resources Management

SEP 2015 - APR 2019, TORONTO, ON

PROJECTS

UX Designer | [carcashflow+](#)

SEPT 2023, BRAINSTATION PROJECT

- App used to help car owners track their car expenses and analyze them against the rest of their expenses focusing on secondary research and user interviews with the final prototype designed in Figma.

UX Designer | [UberEats Redesign](#)

SEPT 2022, BRAINSTATION PROJECT

- Redesign of UberEats app following the design thinking process, focusing on research and using Figma to create the final prototype.