



# Mazhar Bagasrawala

Digital Product Designer, Vancouver, BC

I enjoy finding solutions to challenging human and business problems through design. Over the past 5 years, I've designed brand & digital product experiences for small and large organisations.

## EXPERIENCE

### GOOSE INSURANCE SERVICES - Design Lead

📍 Vancouver, Canada (Feb 2020 - Present)

- Establish a design system for the mobile app user interface
- Build low and high fidelity prototypes of new and existing insurance products
- Improve customer's user experience within the App
- Oversee all design responsibilities for advertising and marketing
- Analyze data from existing users and make informed design decisions
- Support developers with visual assets and design specifications

### ACKO TECH. & SERVICES PVT. LTD. - Senior Visual Designer

📍 Bangalore, India (Sept 2017 - Aug 2018)

- Designed the brand identity (logo) for the company with ad agency BBH
- Established a design system & styleguide for all digital products
- Created low and high fidelity prototypes for web, iOS & Android
- Optimised purchase conversion rate using data insights
- Conducted timely user research and testing for usability & accessibility
- Guided a UI designer in adhering to the established design patterns

### RAJ & CO. - Communication Designer

📍 Raigad, India (Apr 2017 - Sept 2017)


- Generate clear ideas and concepts for all creative assets
- Design relevant materials concerning advertising, branding and marketing
- Coordinate production activities such as printing, for all designs created
- Write creative & descriptive content that engages our customers
- Stay in the loop and on top of the latest standards, changes, and trends in design
- Assist in planning events (especially aspects of branding and communications)

### INTÉGRAL RUEDI BAUR PARIS - Design Intern

📍 Paris, France (Sept 2016 - Feb 2017)

- Passenger navigation for Grand Paris Express, the Paris Metro extension
- A web portal for Cinélexique, language learning through cinema
- Brand identity redesign for the French province of Occitanie
- User research at Paris Aéroport for passenger navigation

## CONTACT

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## SKILLS

**Product Design:** UX Research, Interaction Design, Design Thinking

**Project Management:** Agile (Scrum/Kanban), Business Knowledge

**Brand Communication:** Visual Identity, Storytelling, Copywriting

**Tools:** Sketch/Figma/Adobe XD, Principle, InVision, Zeplin, Asana/Trello, Illustrator, Photoshop, Indesign, Lightroom, Final Cut Pro X/Premiere Pro

## EDUCATION

### MASTER OF DIGITAL MEDIA

Centre For Digital Media, SFU

Focus: **Product Management**

GPA: 3.9 ; Year: 2018-19



### BACHELOR OF DESIGN

MAEER MIT Institute Of Design

Focus: **Digital Design**

Grade: A ; Year: 2012-17

## LANGUAGES

ENGLISH | FRENCH | HINDI

## ACHIEVEMENTS

**Featured in Print:** Creative Gaga magazine

**Featured Online:** Design Taxi, Creative Bloq, Packaging of the World

**Awards:** 4 time semi-finalist in the Adobe Design Achievement Awards

**Nominations:** 25 under 25 by CampusDiaries, as a changemaker in India



"Mazhar is an excellent professional with proactive leadership qualities and a commendable work ethic, and I'm confident that he would make a valuable addition to any organisation...He was responsible for coming up with a design system for the user interface, and designing digital prototypes across the web and mobile applications. This role required him to apply a solid understanding of UX design principles and usability to visualise product interfaces...Mazhar collaborated with numerous stakeholders including the CEO, and also guided a junior designer for some tasks."

**Rakesh Verma** - Head, Product Design

"Mazhar has unquestionable passion and drive towards design. He is a man of his word and will deliver a project on-time (without compromising on any pixel). What I admire about him the most is that, he can keep his cool, when things are heated and under pressure. Given the right environment and right set of people, he will build some awesome products!"

**Vir Karamchandani** - Senior UX Designer

## INTÉGRAL RUEDI BAUR PARIS

"Mazhar showed a lot of confidence in his field of work and used his creativity for the development of projects on which he has worked, while providing optimal solutions to the problems posed. His work was conducted in a clear and structured manner...We were very satisfied by his work and his relationship with all employees and customers."

**Anouck Fenech** - Designer & Associate

## LOPEZ DESIGN

"On the tasks allocated to him, Mazhar demonstrated enthusiasm, rigor and commitment towards the design process. He took ownership of tasks and was instrumental in the delivery of the same."

**Anthony Lopez** - Director



"I mentored Mazhar at the CDM on an industry project for Vancouver-based client Session Games. His team was tasked with envisioning and building a marketing dashboard for advertising results within and across mobile games. Mazhar acted as the Product Manager for this team of mainly designers and developers. Collectively they met the client's high expectations and shipped a successful product within their four month term! Mazhar's role included prioritization and scoping, organizing sprints and leading team retrospectives, communicating with the client and hitting key milestones. Mazhar demonstrated clear leadership skills and showed a curiosity to learn and grow particularly by researching and discovering new tools and processes for problem solving and idea generation."

**Robyn Sussel** - Industry Project Mentor



"Methodical and meticulous, Mazhar has always set high targets for his work and put in the necessary effort to realise the desired outcome. He excelled at both individual and team based modules, with innovative ideas and strong interpersonal skills...He is known to chase his passion with an energy that is rare and has striven to create meaningful design as can be seen from a host of his projects...Mazhar's work has received a fair share of recognition, being featured in print, online and even having bagged a few awards. Additionally, CampusDiaries nominated him in India's 25 under 25, as a young creator of change in the country."

**Prof. Ranjana Dani** - Head, Communication Design

I'd be happy to share the sources of these testimonials or provide contact information of the relevant references.

**Thank You**  
Have a nice day!