

Mazhar Bagasrawala

Product Designer with over 5 years of experience designing innovative, intuitive digital products in diverse, multi-disciplinary teams.

✉ mazhar.b@outlook.com

🌐 www.mbagasrawala.com

📞 +1 (778) 512-5119

EXPERIENCE

Goose Insurance | Design Lead

Vancouver, CA ; July 2019 - Present

- Collaborated with stakeholders, engineers, marketers, and data scientists to deliver an accessible, user-friendly, and delightful customer experience: "Canada's Best Insurance App"
- Scaled the mobile-app from 1 product to 19, and into the US market. Identified, defined, and organized evolving interface components into a modular and scalable design system.
- Provided design direction across all digital touchpoints, including the Goose responsive website and marketing initiatives.
- Successfully applied the design thinking framework to each sprint, from empathy mapping our customer journeys, to testing with users before implementation.

Session Games | Product Design & Mgmt.

Vancouver, CA ; Jan 2019 - May 2019

- Led a team of 5 designers & developers to deliver a business intelligence platform that measures, analyzes, and displays the performance of endemic, in-game ads.
- Identified key performance indicators (KPIs) and product features through discovery sessions and design sprints with the client. Established the design vision for our team and organized agile sprints, daily's, brainstorming sessions, and retrospectives.
- Conducted timely usability tests within the student cohort and with the clients, to validate our hypotheses and keep the product aligned with our goals.

Venture Projects (UBC) | Co-Founder & Product Designer

Vancouver, CA ; Dec 2018 - Sept 2019

- Led product design for two startup venture projects while pursuing my Master's degree:
- **Pixel Fabric** | An augmented reality (AR) experience that brings custom graphic t-shirts to life via a mobile app. We created: 1) A lightning experience for client Voltage Power, 2) An interactive, two-player, AR interpretation of Space Invaders, 3) A concept for Reporters Without Borders to promote freedom of press, 4) A concept art experience featuring Mickey Mouse.
- **Circle** | A mobile app designed to connect employees in mid-large companies across teams over lunch, and make meaningful connections to boost productivity and employee satisfaction.

Acko Insurance | Product Designer

Mumbai & Bengaluru, IN ; Sept 2017 - Aug 2018

- Worked among a talented team of designers, product managers, and engineers to design India's first digital insurance experience (web, iOS, Android) from ground up.
- Interviewed 20 users (car and motorcycle owners) from diverse socio-economic backgrounds, and created personas to empathize with their behaviour, motivations, and needs.
- Designed the Acko logo, provided creative direction for illustrators to create visuals that resonate with our demographic, and wrote clear & actionable UX microcopy.
- Our product design simplified insurance purchase & claims for millions of Indians, enabled the sale of 600M+ policies, and supported rapid growth for the organization, which is now a unicorn.

Design Internships x 3

2015 - 2017

- **Intégral Ruedi Baur** | Paris, FR | Sept 2016 - Feb 2017
- **Lokusdesign** | Pune, IN | Sept 2015 - Dec 2015
- **Lopez Design** | New Delhi, IN | Jun 2015 - Aug 2015

EDUCATION

University Of British Columbia

Master Of Digital Media

2018-19 , GPA 3.9/4

MIT Institute of Design

Bachelor Of Design

2012-17 , Grade A

SKILLS

User Experience

User Research
Usability Testing
Design Thinking
UX Copywriting

Product Design

Wireframing, Prototyping,
Interaction Design, Visual Design,
Mobile & Web Design, Design Systems,
Art Direction, Branding, Storytelling,
Mixed Reality (AR, VR)

Tools

Sketch, Figma, Adobe XD, InVision, Principle
Adobe Photoshop, Illustrator, After Effects

LANGUAGES

English : Native

French : Professional

Hindi : Professional

Gujarati : Spoken

AWARDS

Adobe Design Achievement Awards

Semi-finalist x4

UBC Scholarships

Housing, CDM, & Venture award

25 under 25: Designers

by CampusDiaries