Mazhar Bagasrawala

Product Designer from Vancouver, Canada

mazhar.b@outlook.com
+1 (778) 512-5119

www.mbagasrawala.com

Experience:

1
5 Years

Goose Insurance

Design Lead | Vancouver
Jul 2019 — Present

- Improved the customer experience for Canada's Best Insurance App.
- Scaled from 1 to 19 insurance products, and into the US market.
- Organized evolving components into a modular, scalable design system.
- Multiple app improvements including Signup, Navigation, and My Policies.

2
4 Months

Session Games

Design Manager | Vancouver
Jan — May 2019

- Led a 5-person team to develop a business intelligence platform for in-game ads.
- Identified KPIs and key features through research and client interviews.
- Established design vision and organized processes and team sprints.
- Conducted timely usability tests.

3
6 Months

Venture Projects

Product Design | Vancouver
2018 — 2019

- Pixel Fabric: AR experiences for custom graphic t-shirts, including projects for Voltage Power and Reporters without Borders, and an AR Space Invaders game.
- Circle: A mobile app to facilitate employee connections at large companies during lunch breaks, aiming to enhance productivity and satisfaction.

4
1 Year

Acko Insurance

Product Designer | Bengaluru
2017 — 2018

- Designed India's first digital insurance platform across web, iOS, and Android.
- Conducted user interviews and wrote clear and actionable UX microcopy.
- Designed the brand logo, and provided visual direction to illustrators.
- Since sold over 600M policies digitally, and Acko became a unicorn in 2021.

5
1 Year

Internships

Design Intern
2015 — 2017

- Intégral Ruedi Baur — Paris, France
- Lopez Design — New Delhi, India
- Lokusdesign — Pune, India

Education:

Master of Digital Media

University Of British Columbia
2018 - 2019 | GPA 3.9/4

Bachelor of Design

MIT Institute of Design
2012 - 2017 | Grade A

Expertise:

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

Figma, Principle, Adobe CC

Languages:

English	Native
French	Professional
Hindi	Professional
Gujarati	Spoken

Awards:

Adobe Achievement Awards x4
UBC Venture Award
25 under 25: CampusDiaries