Mazhar Bagasrawala

Product Designer (UX, IA, IxD)

Vancouver, Canada (open to relocation)
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Experience · 7+ years

2019 – 2025
Goose Insurance, Vancouver - *Lead Product Designer*

- Led end-to-end product design for Canada's Best Insurance App (iOS & Android).
- Scaled from 1 to 19 insurance products, and into the US market.
- Organized evolving components into a modular, scalable design system.
- Ensured brand & product alignment at scale from 25,000 to over 220,000 members.
- Crafted human-centred, insurance specific UX writing.
- Owned journeys including registration, onboarding, dashboard navigation, purchase experience, payments, accounts, and policy management.

2019 – 2024
Design Projects, Vancouver

- **Onze Orange:** Launched a studio in 2022 to help ambitious organizations design innovative interfaces, bold brands and creative communication.
- **Checkly:** Product marketing design for a B2B SAAS tech company from Berlin.
- **Code For Fun:** Website redesign for a non-profit coding school in San Francisco.
- **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.
- **Session Games:** Led a team of 5 to develop a business intelligence platform for in-game ads. Identified KPIs and key features through research and client interviews.

2017 – 2018
Acko Insurance, Bengaluru - *Senior Product Designer*

- 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 creative direction to illustrators.
- Since sold over 600M policies digitally, leading to unicorn status in 2021.

2015 – 2017
Design Internships

- **Intégral Ruedi Baur, Paris:** Design for cultural and public institutions across Europe.
- **Lopez Design, New Delhi:** Worked on branding and web design for Bihar Museum.
- **Lokusdesign, Pune:** Developed event branding for the Behance Portfolio Review.

Education

2018 – 2020

University Of British Columbia, Canada - *Master of Digital Media*

Focus: Product Design, Business
GPA 3.9/4

2012 – 2016

MIT Institute of Design, India - *Bachelor of Design*

Focus: Graphic Design, Interaction Design
Grade A

Expertise

User Research, Usability Testing, Design Thinking, Analytics and Data Interpretation, Product Strategy, Wireframing, Prototyping, Interaction Design, Visual Design, Mobile App Design, Responsive Web Design, Design Systems, Accessibility, UX Copywriting, Art Direction, Branding, Storytelling, Mixed Reality (AR, VR), Collaboration and Communication, Design-Development Integration, Innovation, Project Management

Tools

Figma, Adobe XD, Sketch, Principle, Framer, Balsamiq, InVision, Axure RP, Marvel, Zeplin, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Lightroom, Firefly), CorelDRAW, Affinity Designer, Midjourney, Dall-E, Canva, UserTesting, Lookback, Hotjar, Optimal Workshop, Webflow, Trello, Miro, Jira, Notion, Asana, Slack

Languages

English, French, Hindi, Gujarati

Awards

- Adobe Achievement Awards x4
- University of British Columbia – Housing Award
- University of British Columbia – Venture Startup Award
- 25 under 25 by CampusDiaries