Mazhar Bagasrawala

Senior Product Designer

Vancouver, Canada (open to relocation)
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Experience · 8+ 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 – Present
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 – 2017
MIT Institute of Design, India - *Bachelor of Design*

Focus: Graphic Design, Interaction Design
Grade A

Expertise

AI-Powered Design, User Research, Usability Testing, Design Thinking, Product Strategy, Data-Informed Design, Wireframing & Prototyping, Interaction Design, Visual Design, Mobile & Responsive Design, Design Systems, Accessibility, UX Writing, Art Direction, Mixed Reality (AR/VR), Cross-Functional Collaboration

Tools

Figma, Cursor, v0 by Vercel, Lovable, Google Stitch, Claude Code, Principle, Framer, Balsamiq, Axure RP, Adobe Creative Cloud, Midjourney, Dall-E, Canva, Mixpanel, UserTesting, Lookback, Hotjar, Optimal Workshop, Webflow, Miro, Trello, Jira, Notion, Asana, Slack

Languages

English, French, Hindi, Gujarati

Certificates

- IDEO U – Human Centered Insights (Innovating with Data + Insights for Innovation)
- Adobe Achievement Awards x4
- University of British Columbia – Housing Award
- Center for Digital Media – Venture Startup Award
- 25 under 25 by CampusDiaries