

Mazhar Bagasrawala

Product Design and Innovation

Vancouver, Canada

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<http://www.mbagasrawala.com>

Experience

2019 – Present

Goose Insurance, Vancouver - *Design Lead*

- Spearheaded the user 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.
- Led brand and product marketing design from 25,000 to 160,000+ members.
- Multiple app improvements including Signup, Navigation, and My Policies.

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 - *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, Product Management, Business

GPA 3.9/4

2012 – 2016

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

Focus: Communication Design, 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