Monia Gabhi | Lead UX Researcher and Product Designer

Portfolio | LinkedIn | Toronto, ON Canada

Summary

Lead UX Researcher helping B2B SaaS and B2C teams de-risk business assumptions by uncovering how people work, using mixed-methods research to identify opportunities and guide evidence-based product decisions and practical design solutions.

Built ResearchOps from 0-to-1 at Fiix and scaled it across 30+ product teams at Rockwell Automation, increasing completed research projects by 232% over five quarters without additional headcount.

Core Competencies: Mixed-Methods Research | Workflow Analysis | AI-Assisted Research and Design | Interaction Design and Prototyping | Product Design | Product Strategy | ResearchOps Strategy | Stakeholder Alignment and Influence | Research Enablement and Mentorship

Tools: Dovetail, Rally, Confluence, Jira, Figma, Maze, Qualtrics, Miro, Optimal Workshop, UserTesting, Claude, Hotjar

Experience

ResearchOps Lead, UX · Rockwell Automation

SEP 2022 - MAR 2026

Scaled ResearchOps across 30+ product teams and 6+ business units, increasing completed research projects by 232% over five quarters without additional headcount.

- Built research infrastructure in Rally for participant, study, panel, and incentive management, supported by ready-to-use templates and self-service resources that helped distributed teams run studies faster.
- Created an organization-wide Dovetail research repository so teams could find and reuse existing findings, avoid duplicating research, and make evidence-based decisions.
- Built and drove adoption of a Jira-based system to track research findings and product-team follow-through, establishing recurring reviews to address stalled items and close the feedback loop.
- Developed and presented quarterly research impact reports to design leadership and published monthly newsletters to increase organization-wide awareness of research contributions.

Lead UX Researcher and Designer · Fiix by Rockwell Automation

JUL 2020 - SEP 2022

As Fiix's first UX Researcher and Designer, built a 0-to-1 ResearchOps system that helped teams conduct consistent research and apply evidence to product decisions.

- Led a four-week research and design effort that challenged the assumption that every work order required an asset, revealing that the requirement conflicted with maintenance teams' workflows and put reporting accuracy at risk. Aligned Product and Engineering on a shipped MVP that removed the requirement and added in-app guidance. The research also exposed a broader opportunity to improve how maintenance work without an associated asset is represented and reported.
- Led qualitative and quantitative research with maintenance teams, combining contextual interviews, workflow analysis, and survey data to uncover workflows, constraints, and workarounds; translated findings into user flows, wireframes, design recommendations, and product direction.
- Established biweekly research planning meetings to align upcoming studies, avoid duplicate work, and build early-career designers' research skills through mentorship, feedback, and hands-on collaboration.
- Created guidelines for presenting UX work and sizing research-driven backlog items. Presented shipped improvements at sprint demos, connecting design decisions to research findings.

Senior UX Designer · Rangle.io

JAN 2018 - MAR 2020

Built and led a 0-to-1 design mentorship program for 20+ designers, strengthening capability development and knowledge sharing across the design team.

- Rapidly built domain knowledge across client engagements and led design reviews to explain research-informed decisions and incorporate stakeholder feedback.
- Used mixed-methods research to explore how DICK'S Sporting Goods could translate its in-store expertise into online buying guides and expert content, identifying friction across search, product selection, and checkout. Used Figma to redesign the multi-page checkout into a single-page, step-by-step form, then refined the design through usability testing to support a clearer path to purchase.
- Supported healthcare products, including a patient-facing glucose-tracking app and a desktop platform for healthcare professionals. Translated research into recommendations that addressed clarity, accessibility, and workflow-support needs.
- Led moderated usability testing with existing and unfamiliar users to evaluate a redesigned stock-quote page template for an investing platform serving TSX Venture Exchange-listed companies. Used findings to refine how investment information was presented and explored.

Senior UX and UI Designer · Questrade Financial Group

JUN 2010 - JAN 2018

Simplified a complex, multi-step investment account-opening experience, helping customers navigate setup, document signing, and initial funding with greater clarity.

- Led UX/UI design and research for direct-investing and managed-investing account creation, partnering with Product and Support to identify friction and translate requirements into user flows, wireframes, and a guided three-step process.
- Designed initial-funding workflows for account transfers, Interac Online, and preauthorized deposits, clarifying requirements and maintaining visible progress across Questrade and third-party institutions.
- Conducted comparative analysis, surveys, usability audits, and usability testing to inform account-opening design, collaborating with Product, Engineering, Compliance, and Customer Support.

Education & Certifications

- **UX Professional Training & Certification** · Akendi
- **Emotional Design Psychology | Psychological Architectures of Digital Behaviour Change** · Behavioral Design Academy
- **Certified ScrumMaster®** · Scrum Alliance
- **Multimedia Design,** Adv. Diploma **| Foundations in Art and Design,** Certificate · Durham College

Volunteer

- **Collaborating Member** · OUR.ai: Open User Research - AI Research Resources AUG 2026 - PRESENT
- **Lead Mentor, Operations** · Bridge School: Product Design Program JAN 2018 - MAR 2020