
Monia Gabhi

Staff User Researcher & Research Operations

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Summary

Toronto-based Staff User Researcher & ResearchOps leader driving mixed-methods research across complex platform ecosystems. Built research operations from the ground up as a team of one at Fiix, then scaled those operating patterns at Rockwell Automation through improved processes, tools, and self-serve workflows that increased research throughput and decision linkage across distributed teams. Passionate about mentoring research excellence and turning complex inputs into clear, actionable guidance that helps cross-functional teams ship and iterate with confidence.

Core Competencies

Research Operations Systems | Workflow Optimization | Research Automation | Process Design & Documentation | Impact Measurement & Reporting | Qualitative & Quantitative Research Methods | Stakeholder Alignment | Agile & Cross-Functional Collaboration | User-Centered Design | Systems Thinking | Change Management

Experience

Rockwell Automation / Lead ResearchOps

SEPTEMBER 2022 - OCTOBER 2025, TORONTO (REMOTE)

- Designed and operationalized 0→1 end-to-end research operations in Rally for participants, studies, panels, and incentives across distributed teams. Standardized templates (research plans, interview scripts, workshop guides) and processes that reduced time-to-recruit, enabled efficient study execution, and created self-serve resources for team scalability.
- Led a research operations transformation across distributed design, research, PM, and engineering teams, applying systems thinking and change management to establish frameworks and partnerships that enabled evidence-based, iterative ways of working and aligned research roadmaps with product go-to-market strategy.
- Built a Jira-based research tracking and insight management system to track study-to-decision linkage and research outcomes, and delivered quarterly impact reports and monthly research newsletters to leadership and product teams to improve visibility and follow-through on key findings.
- Increased research throughput 232% (from 5 to 16.6 projects per quarter over 5 quarters, with no added headcount) by implementing automation, standardized operations, and vendor partnerships, using a systems lens to improve research triage speed, study-to-decision linkage, and system adoption.

Tools: Dovetail, Rally, Confluence, Jira, Maze, Qualtrics, Miro

Skills: Emotional Intelligence, Critical Thinking, Communication, Collaboration, Qualitative & Quantitative Research Methods

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Fiix by Rockwell Automation / Lead UX Designer & Researcher

JULY 2020 - SEPTEMBER 2022, TORONTO (REMOTE)

- As Fiix's first UX Designer and Researcher, built research operations as a team of one by establishing a research repository, reusable templates, bi-weekly planning sessions, and mentorship that strengthened cross-team knowledge sharing and enabled more confident discovery, evaluation, and iteration.
- Led UX research and design for complex CMMS workflows, partnering with cross-functional teams to run contextual interviews and usability sessions with maintenance staff in-facility, surfacing real-world constraints that shaped product strategy.
- Designed and facilitated workshops with end users and internal stakeholders to align on customer needs and workflows, synthesizing stakeholder input into decision-ready insights that informed roadmap prioritization.
- Defined measurable CMMS targets, including 30-50% faster work order creation and a permissions workflow concept with 90% satisfaction and 75%+ adoption, to guide future research and product direction.

Tools: Miro, Optimal Workshop, Confluence, Jira

Skills: Qualitative & Quantitative Research Methods, Cross-team Collaboration, Workflows & Wireframing, Stakeholder Management, Problem Solving

Rangle.io / Senior UX Designer

JANUARY 2018 - MARCH 2020, TORONTO

- Provided UX research and design expertise on client projects across e-commerce, financial services, healthcare, and software by collaborating with cross-functional teams from inception to post-delivery, leading stakeholder interviews, surveys, usability testing, concept validation, and iterative design cycles to inform product strategy.
- Conducted in-store guerrilla research at a Discount Car and Truck Rental retailer, rapidly testing concepts and messaging with shoppers onsite to capture real-time feedback and inform product experience decisions in retail environments.
- Identified mentorship gap in the Rangle design team and built a 0→1 mentorship program, pairing mentors and mentees with structured guidance and achieving 80% participation and 4.5/5 satisfaction, advancing team capability and knowledge sharing.

Tools: Miro, Figma, Confluence, Jira, (adapted to tools used by the external client)

Skills: Stakeholder Management, Cross-team Collaboration, Qualitative & Quantitative Research Methods, Mentorship, Communication

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Questrade Financial Group / Senior UX/UI Designer

JUNE 2010 - JANUARY 2018, TORONTO

- Led UX research and design for the online account opening process redesign, collaborating with cross-functional teams to improve usability, efficiency, and customer adoption.
- Applied mixed-methods research including comparative analysis, usability audits, surveys, and usability testing to uncover workflow friction, synthesize insights, and inform strategic design decisions aligned with business objectives.
- Partnered with customer support to map pain points and identify opportunities to reduce support burden through improved digital experience, demonstrating insights-to-business impact linkage.

Tools: Photoshop, Illustrator, InDesign, Confluence, Jira

Skills: User Experience & Visual Design, Secondary Research, Stakeholder Management, Cross-team Collaboration, Agile Methodologies

Volunteer

Bridge School / Lead Mentor, Operations

JANUARY 2018 - MARCH 2020, TORONTO

- Volunteered as Lead Mentor, Operations for the Product Design program, helping shape a more effective volunteer and student experience through improved processes, communication, and organization.
- Partnered in defining instructor and TA roles and responsibilities to strengthen support for students inside and outside the classroom.

Education

AlterSpark

- Emotional Design Psychology, Certificate NOVEMBER 2019
- Psychological Architectures of Digital Behaviour Change, Certificate NOVEMBER 2015

Scrum Alliance

- Certified ScrumMaster® FEBRUARY 2016

Durham College

- Multimedia Design, Advanced Diploma 2005 - 2008
- Foundations in Art and Design, Certificate 2004 - 2005