



Monia Gabhi

Lead UX Researcher and Designer | ResearchOps Leader

[Portfolio](#) | [LinkedIn](#) | Toronto, ON Canada

Summary

Lead mixed-methods user experience (UX) research and design across complex B2B SaaS and B2C digital products, translating insights into actionable guidance that helps teams validate assumptions, shape product strategy, and make evidence-based decisions. Built 0-to-1 ResearchOps at Fiix and scaled them org-wide at Rockwell Automation across 30+ product teams and 6+ business units, increasing completed research projects by 232% while reducing manual overhead and improving visibility from research activity to product impact.

Core Competencies

ResearchOps Strategy & Systems | Mixed-Methods User Research | Research Strategy & Prioritization | Research Impact Measurement | Stakeholder Alignment & Influence | Product Strategy | Cross-Functional Leadership | Research Enablement & Mentorship

Experience

Rockwell Automation / ResearchOps Lead, UX

SEPTEMBER 2022 - OCTOBER 2025, TORONTO (REMOTE)

Scaled ResearchOps that increased completed research projects by 232% across 30+ product teams and 6+ business units, from 5 to 16.6 per quarter over five quarters, without additional headcount.

- Built and operationalized end-to-end ResearchOps in Rally for participant, study, panel, and incentive management across distributed teams, complementing an existing Qualtrics-based research intake process. Automated Rally email communications and standardized research plans, interview scripts, workshop guides, recruitment workflows, and self-serve resources to reduce manual effort, shorten time to recruit, and scale consistent study delivery.
- Led a research operations transformation across Design, Research, Product, and Engineering, establishing shared frameworks, stronger partnerships, and research-driven practices that directly inform product decisions across multiple teams.
- Built a Jira-based system linking research requests, study progress, insights, and product decisions; introduced quarterly impact reports and monthly research newsletters to increase visibility into research influence on planning and product direction.

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

Skills: Research Operations, Research Strategy, Research Intake & Prioritization, Research Impact Measurement, Research Enablement & Mentorship



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Fiix by Rockwell Automation / Lead User Experience Researcher and Designer

JULY 2020 - SEPTEMBER 2022, TORONTO (REMOTE)

First UX researcher and designer; built a 0-to-1 research operations system that standardized and scaled how teams plan, execute, and socialize research.

- Established the practices, systems, and shared standards that enabled consistent discovery, evaluation, and evidence-based product decisions across teams.
- Led UX research and workflow design for complex CMMS experiences, conducting contextual interviews and usability sessions with maintenance staff in facility environments to understand real-world tasks, constraints, and workarounds. Defined experience goals around ease of use, work-order efficiency, permissions clarity, satisfaction, and adoption.
- Translated findings into workflow maps, user flows, wireframes, and interaction recommendations. Designed and facilitated workshops with maintenance teams and internal stakeholders to align on customer and business needs and identify opportunities and product priorities.
- Partnered with visual designers to carry validated workflow concepts and interaction recommendations into detailed interface design and delivery.

Tools: Miro, Optimal Workshop, Confluence, Jira

Skills: CMMS Workflows, End-to-End Product Research, Mixed-Methods Research, Product Strategy, Research Operations & Research Enablement

Rangle.io / Senior User Experience Designer

JANUARY 2018 - MARCH 2020, TORONTO

Built and led a 0-to-1 design mentorship program, creating a structured model for capability development, knowledge sharing, and consistent practice across the design team.

- Provided UX research and design expertise across e-commerce, financial services, healthcare, and software client engagements, helping cross-functional teams move from ambiguous product problems to evidence-based experience direction.
- Led stakeholder and user interviews, surveys, usability testing, guerrilla-style concept and messaging tests, and concept validation; translated findings into user flows, wireframes, and interaction recommendations that informed product strategy and iterative design decisions.
- Collaborated with client-side product, engineering, and product design teams from discovery through delivery, refining workflows and interaction concepts to balance user feedback, business goals, and technical constraints.

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

Skills: User Research, Usability Testing, Interaction Design, Stakeholder Management, Cross-Functional Collaboration



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Questrade Financial Group / Senior User Experience and User Interface Designer

JUNE 2010 - JANUARY 2018, TORONTO

Simplified a complex, multi-step account-creation flow by identifying friction, clarifying requirements, and streamlining steps to create an intuitive experience.

- Led UX/UI design and research for direct- and managed-investing account creation, partnering with Product and Support and using comparative analysis, surveys, usability audits, and testing to identify friction and clarify requirements. These insights informed a guided three-step experience for account setup, document signing, and initial funding.
- Designed initial-funding workflows for deposits from another institution, Interac Online, account transfers to Questrade, and preauthorized deposits, translating requirements into user flows, wireframes, and interaction specs with consistent structure, clear guidance, and visible progress.
- Mapped transitions between Questrade and external institutions, preparing customers for third-party steps and returning them to the account-creation flow without losing context or momentum.

Tools: Photoshop, Illustrator, InDesign, Confluence, Jira

Skills: Interaction Design, Workflows & Wireframing, Usability Testing, User Research

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

Behavioral Design Academy

- 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