
Monia Gabhi

Staff User Researcher & Research Operations

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Summary

Toronto-based Principal-caliber Staff User Researcher & ResearchOps Leader driving mixed-methods research across complex platform ecosystems. Known for building scalable 0→1 operations—optimizing processes, tools, and self-serve workflows that enable teams to work more efficiently at scale. Passionate about mentoring research excellence and transforming insights into clear, strategic direction that empowers design and product teams to deliver measurable impact.

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)

- Led UX research and design for complex CMMS workflows, partnering with cross-functional teams and running remote contextual interviews and usability sessions with maintenance staff in-facility to capture real-world constraints and pain points that shaped product strategy.
- Designed and facilitated UX workshops with end-users and internal stakeholders to align on customer needs and workflows, using stakeholder interviews, question boards, and ideation sessions to surface decision-ready insights and prioritize roadmap decisions.
- Championed change management to establish a recurring practice with researchers and designers to review product roadmaps and plan research ahead of engineering, ensuring studies informed early discovery, pre-release evaluation, and post-release validation and iteration—demonstrating study-to-decision linkage.
- Defined measurable CMMS targets (30–50% faster work order creation; under 10-min visual permissions workflow builder concept at 90% satisfaction, 75%+ adoption) and drove research-led iterations toward them.

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

- Identified areas of improvement for the volunteer and student experience—including the application process, communication, and organization.
- Assisted in defining TA and mentor roles and responsibilities, which provided much-needed support to instructors and 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