



Monia Gabhi

Lead User Researcher | ResearchOps Leader

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

Summary

Lead mixed-methods user research across complex B2B SaaS and B2C digital products, translating user and business insights into actionable guidance that helps teams validate assumptions, shape product strategy, prioritize opportunities, and make evidence-based decisions. Build 0-to-1 ResearchOps foundations and scale them through processes, tools, and self-serve workflows, enabling Product, Design, and Engineering teams to deliver rigorous, consistent research at greater scale.

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 / Lead ResearchOps

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 UX Designer & Researcher

JULY 2020 - SEPTEMBER 2022, TORONTO (REMOTE)

Built Fiix's 0-to-1 research and ResearchOps foundation as its first UX Designer and Researcher.

- Created foundational research and UX practices from the ground up, including a repository, reusable templates, biweekly planning, and mentorship that enabled consistent discovery, workflow design, evaluation, and iteration 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 end users and internal stakeholders to align on customer needs, experience 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 UX Designer

JANUARY 2018 - MARCH 2020, TORONTO

Developed Rangle's 0-to-1 design mentorship program, instituting a structured approach to capability development and knowledge sharing across the practice.

- Delivered user research and UX design across e-commerce, financial services, healthcare, and software client engagements, helping cross-functional teams move from ambiguous product problems to evidence-informed 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 testing, refining workflows and interaction concepts in response to user feedback, business goals, and technical constraints.
- Built a 0-to-1 mentorship program for the Rangle design team, pairing mentors and mentees through a structured approach that strengthened confidence, capability development, and knowledge sharing across the practice.

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 UX/UI Designer

JUNE 2010 - JANUARY 2018, TORONTO

Reduced friction in a complex, multi-step account-creation flow by clarifying requirements, sequencing setup, funding, and external handoffs, and improving progress visibility.

- Led UX/UI design and research for direct-investing and managed-investing account creation, defining a guided three-step experience spanning account setup, document signing, and initial funding.
- Designed distinct initial-funding workflows, including deposits from another financial institution, Interac Online, account transfers to Questrade, and recurring automatic deposits, while preserving a consistent structure, clear requirements, and visible progress across the journey.
- 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.
- Conducted comparative analysis, surveys, audits, and testing. Partnered with Product and Support to surface friction and translate customer needs into intuitive account-creation experiences.

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

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