

ROSHNI THAWANI

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EDUCATION

UNIVERSITY OF TORONTO

Bachelor of Arts Hons. Sociology,
Criminology, Media Studies

Masters of Information, UX
Concentration

PORTO UNIVERSITY

Only 1 competitive applicant for
graduate semester abroad at the Faculty
of Engineering on Design, Business,
Research, Innovation & Sustainability

SIENA UNIVERSITY

Semester Abroad for selected 18
students in Transnational Crime
under Dr. Scott Wortley

OXFORD UNIVERSITY

Semester Abroad Seminar of selected
20 students in International Law
under Dr. William Watson

OCAD UNIVERSITY

Summer Intensive in UX Design &
Research

AWARDS

10+ industry recognitions across BMO,
IBM & Google, including Impact Award,
2x Cultural Catalyst, 6x performance
awards, and UXR Top Performer &
Champion bonus; \$80,000+ in academic
& public scholarships from SSHRC, OGS,
[RBC Fellowship](#), Queen Elizabeth & [RBC
Future Launch](#).

ABOUT ME

My superpower is building strong relationships, balancing competing priorities, and thinking big about both the user and the business. With 12+ years in Mixed-Methods Research, UX, and leadership experience across BMO, Google, IBM, Toronto Transit Commission, Ontario Human Rights Commission, and many more organizations, I learned to bring a people-first approach to building teams, influencing partners, and advancing the research craft. I care deeply about both my external and internal users (the teams who turn research into action). I believe research is a team sport and take pride in bringing others along, fostering a culture of learning, collaboration, and growth.

WORK EXPERIENCES

SENIOR UX RESEARCHER

BMO, Investorline & Wealth Management (Dec 2025 - Present)

- Earned the 2026 BMO Impact Award within six months of joining, recognized for high-impact quality research and strategic cross-functional influence.
- Led 70+ design & product recommendations across multiple million-dollar roadmaps.
- Led 15+ mixed-methods studies influencing wealth design & product direction.
- Mobilized 100+ SMEs and cross-disciplinary partners to align on product priorities.
- Led competitive analysis for a Google Venture Sprint speaking to 30+ stakeholders and senior leaders, translating 4 competitive evaluations into strategic considerations.
- Advanced UXR practice and AI fluency by leading a Phase 0 efficiency workstream and vibecoding 20+ research artifacts for sessions, synthesis, and knowledge mobilization across 150+ SMEs and over 60+ external user interviews.

INTERMEDIATE UX RESEARCHER

Google Cloud, Fondation Services (Feb 2025 - Nov 2025)

- Led 16 multi-part, mixed-methods studies across discovery, usability, VoC, NPS, CSAT, in order to guide product strategy, design requirements, and GTM planning.
- Led 24 customer discovery interviews in order to guide App-Centric Cloud Quotas 0 to 1 launch & GTM strategy mobilizing insights across 8 cross-disciplinary teams
- Generated and scoped 30+ recommendations with action item xfn owners.
- Identified critical onboarding barriers ahead of a multi-billion-dollar pre-GA SaaS launch at Google Cloud Next 2025, influencing onboarding for 1.3 million GCP users.

UX RESEARCHER

IBM, AI Applications & Sustainability (May 2021 - Feb 2025)

- Led 75+ mixed-methods study phases, including a multi-million dollar 0-to-1 Climate Risk launch going from discovery to design, leading technical feasibility conversations, coaching sales on customer language & GTM messaging, through to adoption by Fortune 500 clients.
- Enabled the direction of 300+ cumulative recommendations across 12+ roadmaps.
- Aligned 170+ stakeholders & SMEs across marketing, sales, engineering, GTM, product through interim research shares, formalized playbooks, and executive workshops.
- Enabled GTM strategy, educating 50+ enterprise sellers on climate & weather positioning.
- Scaled UXR practice, leading Design Thinking & UXR education at PAFT (Product Academy for Teams) including being flown to lead a multi-day workshop in Austin, TX.
- Strengthened Design & Research organization by interviewing for top-talent, onboarding 15 new hires and leading 6+ week trainings through IBM Patterns Design Academy.
- Established UXR thought leadership, leading 24+ studio culture lunch & learn potlucks, representing IBM at three industry conferences (MUWG, CleanPower, CSUN) and co-authoring a peer-reviewed CSCW publication on [Mental Models of AI Systems](#).

SKILLS

Strategy: Research Program Management · Stakeholder Leadership · Market Intelligence · Design Thinking

Research: Mixed-Methods · Interviews · Surveys · Usability Testing · Focus Groups, VoC, NPS, CSAT, AI Agentic Research

Tools: Qualtrics · Figma · Miro/Mural · Jira · Confluence · Airtable · AI-Assisted UXR (Figma, Co-pilot, Claude, Gemini)

TESTIMONIALS

“Roshni has shown incredible ownership, always keeping the team grounded in client needs while bringing stakeholders together. She brings BMO’s winning culture to life through strong partnerships, collaboration, and shared accountability...she sets a high bar for all of us.”

GRACE WU

SR. UXR MANAGER, BMO

“One of her superpowers is her natural ability to build trust with stakeholders and ask the right questions. Beyond her skills as a researcher, Roshni was a supportive, reliable, and collaborative teammate.”

ARMON BURTON

SR. UXR, TEAM LEAD, IBM

“Roshni quickly built strong, collaborative relationships with her cross-functional partners, becoming a trusted and valued researcher on the team. She is dearly missed”

ELLA KUZE

PRODUCT LEAD, GOOGLE CLOUD

COMMUNITY

Host & Founder [The UX Lounge Podcast](#)

• IBM STEM4Girls & Inclusive Design Lead • VP Professional Development • Women in Science & Engineering • President, University of Toronto Indian Students Society • Instructor & Speaker with 50+ engagements • League of Innovators Early Stage Founder Entrepreneurial Incubator Participant • Professional Bollywood Dancer Spicy Vindaloos

WORK EXPERIENCE CONTINUED

UX RESEARCHER & PR COMMUNICATIONS + MEDIA

Adam House Refugee & Advocacy Centre (May 2020 - May 2021)

- Led UX research and digital strategy for Adam House’s first virtual World Refugee Day, creating an accessible online community experience for over 100+ attendees between the ages of 5 - 93.
- Produced 20+ infographics, a virtual webinar, and “Humans of Adam House” to drive community engagement and digital storytelling.
- Managed website, digital media, and marketing, applying audience insights to strengthen accessibility and engagement.
- Interviewed 20+ refugees and led “Stories of Adam House,” using a journalistic and humanitarian lens to amplify lived experiences and stories of displacement.

RESEARCHER

University of Toronto · Toronto Transit Commission · Ontario Human Rights Commission · TOPdesk (January 2019 - May 2020)

- Led over 7 cross-sector mixed methods research studies and focus groups with 95+ participants for academia, government, human rights, and transit projects.
- Researched youth gang violence at U of T, analyzing and anonymizing 12 youth interviews and transcripts for a Peacebuilders youth court policy report.
- Analyzed 140+ police cases for the OHRC, structuring 40+ previously inaccessible reports into a secure research database of use-of-force analysis race disparities.
- Conducted customer research at TOPdesk with 65+ prospects, uncovering pain points and building relationships with clients to bring them into the sales pipeline.

OUTREACH RECRUITER & RESEARCHER

Faculty of Information, UX (Sept 2016 - Feb 2019 & Sept 2020 - Feb 2021)

- Applied UX research and user-centred thinking across 150+ recruitment and community engagement initiatives, improving prospective student journeys.
- Conducted user research into student needs, barriers, and decision-making across the admissions journey.
- Founded iDive Podcast, generating 3,000+ views while connecting students with UX & Information Architecture practitioners and industry perspectives.
- Engaged 500+ students, alumni, and faculty, translating complex program and research information into actionable guidance.

TEACHER & RESEARCHER (QUEEN ELIZABETH FELLOW/SCHOLAR)

Darjeeling Social Development Centre (May 2019 - July 2019)

- Conducted field research with 15+ students, families, and community workers to identify barriers to education and inclusion.
- Designed cognitive-walkthrough workshops for 8 students with learning difficulties including dyslexia, adapting tools and strategies for accessible learning.
- Translated research into inclusive education interventions, partnering with educators and social workers to improve learning outcomes.

OTHER EXPERIENCES

- Legal / Business Administration & Communications — Sterling O&G International (2009–2015): Supported legal, financial, client, and business operations across 7 years, handling confidential documentation and time-sensitive stakeholder needs.
- Customer Service & Floral Department Manager — Sobeys (2013–2015): Delivered customer service and managed seasonal floral operations across 2+ years, balancing inventory, service, and competing priorities.
- International Student Programs — MWS International (2017–2018): Guided 30+ international students, parents, and chaperones, leading cross-cultural programming and GTA excursions.
- Counselor — Winnipeg Humane Society (2016): Led 50+ children ages 5–15 through animal-care education and community programming.
- Publications [World Bank & UNDP Research Access to Justice on Solomon Islands](#) [IBM Research Mental Models of AI](#)