

# Roshni Thawani

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TN Eligible – Flexible to relocation

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[uxroshni.com](http://uxroshni.com)

## Work Experiences

### Senior UX Researcher, Wealth & Asset Management – BMO Dec 2025 - Present

- ◆ Led end-to-end mixed-methods research for a large-scale Wealth Management modernization, collaborating with product, engineering, and leadership to translate complex user insights into actionable roadmaps.
- ◆ Developed and maintained customer journey maps across 8 competitors, identifying core experience principles to guide strategy and align stakeholders within a regulated financial environment.
- ◆ Facilitated 7 rapid evaluative usability studies on onboarding and service triage workflows, enabling iterative design improvements that balanced user needs and compliance requirements.

### UX Researcher, Foundation Services – Google Feb 2025 – November 2025

- ◆ Delivered foundational and evaluative research for complex B2B governance and fraud prevention platforms, applying qualitative and quantitative methods to inform multi-phase journey mapping.
- ◆ Partnered with cross-functional teams to co-create user-centric solutions that improved secure onboarding workflows and enhanced enterprise customer experience.
- ◆ Synthesized research insights into clear, 30+ prioritized actionable recommendations, influencing product strategy and operational decisions.

### UX Researcher, AI Applications & Sustainability - IBM May 2021 – Feb 2025

- ◆ Conducted 100+ mixed-methods research studies across AI, cloud, e-commerce, finance, insurance, asset management and sustainability products, supporting complex, data-driven enterprise workflows.
- ◆ Led 0→1 foundational research for a climate risk platform, developing personas, journey maps, and usability insights from early concept through launch, contributing to adoption by a Fortune 500 client.
- ◆ Partnered with product, engineering, and operations teams to translate research findings into design and workflow improvements, reducing operational risk costs by \$2M+ and cutting call-center handle time by 50%.
- ◆ Co-authored an IBM Research publication on [Mental Models of AI Systems](#); presented at industry conferences and facilitated research workshops with SMB and Fortune 500 teams.
- ◆ Mentored and coached 9 new researchers, strengthening research practice, methods, and onboarding.

### UX Research & Media PR – Adam House Refugee & Advocacy Centre May 2020 – Dec 2020

- ◆ Led research, content strategy, and digital execution for the organization's first fully virtual World Refugee Day, coordinating stakeholders to deliver an accessible, high-engagement online program during COVID-19.
- ◆ Managed digital communications and daily campaign execution, applying research-informed storytelling to drive participation and fundraising across diverse donor audiences.

### Researcher & Recruiter – University of Toronto Sept 2016 - Feb 2021

- ◆ Conducted mixed-methods research informing public policy for the Ontario Human Rights Commission and TTC, addressing equity, access, and large-scale systemic challenges.
- ◆ Led large-scale research recruitment and participant engagement across 150+ initiatives, increasing iSchool research participation by 20%. Founded [iDive Podcast](#) leading to 2000+ views & engagement.
- ◆ Researched youth, technology, and social development through independent studies and community-based practicum work teaching English to at-risk youth in Darjeeling, India.
- ◆ Reached Alliance [Researcher report](#) on Justice Access with Solomon Island, interviews the UNDP, World Bank, Gov.

## Education

### University of Toronto

- ◆ Master of Information (UX) – High Distinction, CGPA 4.0. [RBC Fellowship](#), SSHRC & OGS Scholarship.
  - **University of Porto:** Faculty of Engineering & Business Innovation Design Study Abroad Semester.
- ◆ Bachelor of Arts – Criminology, Sociology, Media Studies High Distinction, CGPA 3.51.
  - **University of Oxford:** Summer Abroad on Transnational Issues & Law.
  - **University of Siena:** Summer Abroad on International Crime.
  - **QE Scholarship:** Summer practicum teaching English to vulnerable youth in Darjeeling, India.

### OCAD University

- ◆ Summer seminar UX Design & Research [RBC Future Launch Scholarship](#)

## Research Methods

- Mixed-Methods
- Usability Testing (Moderated / Unmoderated)
- Interviews & Focus Groups
- Field & Ethnographic Studies
- Survey Design & Analysis
- A/B Testing & Diary Studies
- Competitive Research
- Prioritization (Kano, MaxDiff)

## Data Analysis

- Statistical Analysis
- Inter-rater Reliability
- R, SQL, Python (Foundational)

## Tools

- EnjoyHQ, Condens
- UserTesting, UserZoom, dScout
- Respondent, Playbook
- Figma, Miro
- Jira, Airtable
- Nvivo, SPSS
- GitHub

## Collaboration

- Cross-Functional Leadership
- Executive Storytelling
- Workshop Facilitation

## Awards

- Google Cloud:** gThanks Bonus for High-Impact Insights & Quick domain ramp up

- IBM:** Business Unit Top Performer, Stock Bonus, Growth Champion, Cultural Catalyst Peer Bonus

- University of Toronto:** Scholarships & Fellowships totaling \$80,000+

## Leadership & Volunteer

- 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 Vindaloo