#### drashyagohil@gmail.com

# Drashya Y. Gohil

# Product Designer / User Experience Designer

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drashyagohil.com 7

Portfolio password-B1Gapple

WORK EXPERIENCE

**Product Designer** • Contract / Full-time

Sep 2022 - Sep 2024

**BMO / Toronto** 

- Enhanced customer adoption and feature awareness by launching a new 0-1 product on authenticated, retail channel
- Led the redesign and mobile optimization of profile refresh, ensuring bank's compliance with OSFI¹ regulations and maintaining the integrity of customer information, estimated to generate \$2M-4M over 5-years
- Streamlined the personal credit card activation, reducing customer call volume by approximately 5% MoM by removing redundant steps for personal banking customers
- Collaborated with cross-functional teams to introduce retail and corporate card PIN reset capability, successfully migrating the process for over 70K PIN resets to digital channel—a first for BMO Canada

#### Digital Product Designer · Freelancing

May 2020 - Ongoing

DG Studios / Toronto

- Led the design, user research, and usability testing for a hyperlocal rental marketplace app, ensuring a user-centered approach
- Developed and implemented UI for the Continental Tires (NA²) industry partner program, leveraging modern front-end frameworks and best UX practices (B2B product)

## **UX Designer** • Full-time

Aug 2018 - Aug 2019

#### Idealake Infotech / Mumbai

- Managed designing user flows and accessibility testing for finance and banking products (web and mobile), ensuring a seamless and inclusive user experience
- Developed and maintained a comprehensive design system for a mutual funds investment app, streamlining development efficiency
- Led the accessibility testing plan to ensure compliance with WCAG AA<sup>3</sup> standards for a bank's credit card landing page, enhancing accessibility for all users
- Improved digital experience for a credit card application website (web and mobile), resulting in a 4% increase in completed applications

# **UI Designer** • Full-time

Mar 2017 - Apr 2018

## SPAG / Mumbai

- Produced visual designs for marketing apps targeting doctors, general practitioners, and medical representatives
- Delivered design artifacts for nationwide social media campaigns, which saw a 6% increase in engagement on Facebook and Twitter

# EDUCATION

#### **Digital Product Design**

2021

Post-graduation certificate

Sheridan College, ON

## **Interactive Media Management**

2020

Post-graduation certificate

Sheridan College, ON

#### **Bachelor's in Engineering**

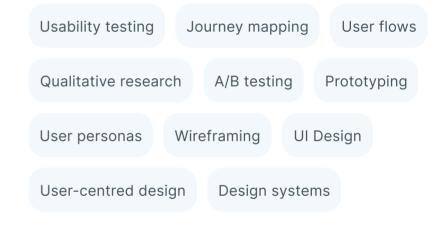
2016

Information Technology

University of Pune, India

SKILLS

#### Research and Design



# Tools and techniques

