

MAHIMA AGRAWAL

PRODUCT & UX DESIGNER

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SUMMARY

Product designer who turns ambiguous, **cross-functional** problems into user flows, wireframes and **high-fidelity prototypes** — backed by 8 years in **retail operations** and live delivery dispatch at RONA. Fluent in **Design Systems**, accessibility, inclusive design and **AI-enabled design workflows**, with first-hand knowledge of commerce, fulfillment, customer service and colleague-facing tools.

EXPERIENCE

Back End Associate / Dispatcher

RONA — Martin Grove, Etobicoke | Dec 2025 – Present

- **Coordinate daily delivery schedules** in DispatchTrack, keeping fulfillment moving without unnecessary delays.
- Communicate across **customers, drivers, store teams and colleague-facing systems** to resolve scheduling conflicts and escalate exceptions.
- Self-initiated **RONA Delivery Tracking**, applying problem discovery, user flows and prototyping to a real commerce fulfillment workflow — mahimagrawal.com.

Previously **Cash Office Associate** (2022–2025) and **Flyer & Pricing Coordinator** (2018–2022) at RONA Surrey–Fleetwood, BC.

Interface & Interaction UX Designer

Nokia — Network Services Platform | Jan – Apr 2024

- **Redesigned a troubleshooting workflow** and dashboard for network operators, improving task efficiency by 50%.
- **Facilitated design workshops** with PMs and developers, translating user stories into functional requirements.
- Built wireframes and interactive Figma prototypes within an enterprise **Design System**, iterating on usability feedback.

UX/UI Designer Intern — Careflow Timeline

Excelar Technologies | Jan – Aug 2023

- **Designed three clinical workflow features**, Careflow Timeline among them, from problem discovery to final high-fidelity prototype — provider efficiency up 30%.
- Evolved the **Design System** by identifying gaps, refining Figma components and applying standardized patterns for consistency.
- Partnered cross-functionally to evaluate **usability and accessibility**, recommending refinements from qualitative research.

Marketing & Design Assistant

Eazylron Services Inc. | Jan – Dec 2025

- Designed branded visuals and responsive email layouts, lifting open and click-through rates by 20%.
- Maintained asset libraries and style consistency across digital marketing and colleague-facing materials.

UX Researcher

Snack — Video Dating App | Mar – Apr 2022

- Conducted generative research and **competitive analysis** — field studies, surveys, interviews — to identify usability pain points.
- Synthesized findings via affinity diagramming, using qualitative and quantitative evidence to shape navigation changes.

EDUCATION

Simon Fraser University

B.A., Interactive Arts & Technology

Maven

AI for Product Designers, 2026

IBM

AI Foundations for Everyone, 2025

TOOLS

Figma

Sketch

Adobe XD

Adobe Creative Cloud

Adobe InDesign

Miro

Jira

DispatchTrack

HTML / CSS

Claude, Cursor, Gemini

SKILLS

Problem Discovery & Definition

Interaction & Visual Design

Wireframing & Prototyping

Design Systems

Usability Testing

User Research

Competitive Analysis

Journey Mapping

Accessibility (WCAG 2.1 AA)

AI-Enabled Workflows

Retail Operations & Fulfillment

Colleague-Facing Tools

Cross-Functional Collaboration
(Product, Engineering, Research)

Communication & Presentation