Lyle Rebello (Senior UX/UI Designer)

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Product designer with 12+ years of experience. In-depth expertise in creating user-centric digital products both Web and Mobile(iOS/Android). Helped evolve business ideas into digital experiences.

WORK EXPERIENCE

LEAD PRODUCT DESIGNER LiteLink Tech(litelinktech.com), Vancouver B.C.   April 2019 – Present
Work with senior management to prioritize, scope, prototype and build out solutions for the company's Logistics Automation SaaS Platform (1shift.ca).
Built and mentored a team of designers to deliver quality and work efficiently.
Use User-Centric Design methods that include Interactive Prototyping, Personas creation, User Flows, High and Low fidelity Wire-framing, and Information Architecture Diagrams.
Use research and data insights to validate design decisions and measure success.
Collaborated with product and engineering to create a scalable design system.
Conducted workshops with the internal team to advocate the value of design thinking.
Collaborated with QA and the frontend team to ensure UI has been implemented correctly.
Collaborated with the sales and marketing teams to deliver collateral - Branding, Websites, Print/ brochure materials, Pitch decks, Product mocks, and Campaign material (Facebook/Google display ads).
Collaborated with the customer experience team to develop product walkthroughs and build a pipeline to collect and analyze user feedback.

PRODUCT DESIGNER MonetizeMore (monetizemore.com),   Victoria B.C Dec 2017 – March 2019
Lead Design within the company and worked with senior management to build the SaaS solution.
Collaborated with product and engineering to create a scalable design system.
Created solutions and interfaces that helped visualize complex data & flows.
Used User-Centric Design methods that included Usability Research, Usability Testing, Personas creation, User Flows, High and Low fidelity Wire-framing, and Information Architecture Diagrams.
Created beautiful intuitive UI and ensured that it was in line with the overall brand language.
Collaborated with the development team to implement approved designs, flows & experiences.
Collaborated with the marketing team to deliver marketing collateral assets.

DESIGN CONSULTANT (UX/UI/VISUAL), Mumbai, Singapore, Hong Kong   Jan 2015 – Oct 2017
Started a Product Design Consultancy that helped build and ship some fantastic products and services.
Services included: Acting as the Design lead and helping build/mentor teams in different companies, creating and leveraging Design systems to improve workflows, conducting design thinking workshops, collaborating with the product teams to distill evolving requirements to create flows, prototypes, and design solutions in a timely manner.
Clients include:
Citrus Payments - pioneering design thinking for payments in India. https://consumers.citruspay.com
Cube – used design thinking to create an app that helps manger your money better. https:// www.bankoncube.com/
PayU India – worked on LazyPay, first of its kind credit product in India. https://lazypay.in/
Purple Squirrel – using tech and design to create industry-driven, experiential learning experiences.
Singapore Telecommunications ltd(HOOQ.TV) – launched Asia's largest OTT platform for movies & T.V. shows.https://www.hooq.tv
Malabar baby – E-comm design & strategy that helped increase product sale in North America, Hong-Kong & India. https://www.malabarbaby.com/

DIGITAL DESIGN(UX/UI) LEAD   India Circus (www.indiacircus.com), Mumbai   Feb 2012 – Dec 2014
Mapped out user flows and use-cases. Lead and mentored a team of designers.
Developed a visual identity for the brand. Designed the web & mobile platform.
Created a design system, that included design guidelines & brand guidelines.
Implemented UI & UX strategies that helped increase revenues monthly.

CREATIVE LEAD   Twilight Entertainment Pvt. Ltd., Mumbai   July 2010 – Jan 2012
UX/UI design for website & app.
Implemented UX strategies and conducted AB testing to increase page revenues.
Lead a team of designers to create and maintain a Bollywood/Hollywood content-driven platform.
Delivered internal branding material, motion graphics, print material etc.

MANAGER - BRAND/COMM   TATA Communications, Mumbai   Nov 2009 – Jul 2010
UI/UX design for the website.
Brand development, ensuring consistency of brand imagery across all design elements, developed
graphics & websites according to briefs, web site traffic growth, web site UI, Analytics, Online marketing
plans, SEO, SEM, Display advertising and advertising revenue

SENIOR DESIGNER/VISUALISER   Rediff (www.rediff.com), Mumbai   Nov 2007 – Nov 2009
Designed layouts, web banners, social media posts and other marketing collateral.
User Interfaces, Digital Media and Multimedia Animation.
Branding, Marketing Concepts and Collaterals.

DESIGNER/VISUALISER   Sify Ltd. (www.sify.com), Mumbai   Feb 2006 – Nov 2007
Conceptualized various online advertising campaigns for various clients.
UI, micro-sites and landing sites for campaigns.

ASSOCIATIONS - VANCOUVER

CLIENT ADVISORY COMMITTEE MEMBER   MOSAIC   May 2018 – present
Provided input on organizational strategy, quality assurance and improvement on programs.
Provided input on the organization's work to maintain CARF accreditation.
Provided feedback and recommendations to MOSAIC management to improve quality of services to
ensure greater client satisfaction.

EDUCATION

Bachelor of Science in Software Engineering   Sep 2002 – Dec 2005
Champlain College, Burlington, Vermont, U.S.A **GPA : 3.6/4**

COMPUTER SKILLS

Adobe Photoshop CC, Adobe Illustrator CC, Sketch, InVision, Axure, Corel Draw, Adobe Animate CC,
Adobe InDesign CC, HTML/CSS, Adobe After Effects CC

DESIGN SKILLS

Visual Design, UI/UX, Wire Framing Prototyping, Brand Identity, Typography, Print Design, Layouts

SOFT SKILLS

Creative Thinking, Listening, Problem Solving Flexibility, Leadership Multitasking, Collaboration, Planning