

Lyle Rebello (UX/UI Designer)

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Vancouver B.C.

Versatile and Highly motivated UX/UI designer with 12+ years of experience in design delivery. In-depth experience in creating user-centric digital products. Help evolve business ideas into digital experiences.

WORK EXPERIENCE

UX/UI DESIGNER MonetizeMore (monetizemore.com), Vancouver, Victoria Dec 2017 – Present

Working closely with senior management to brainstorm & list new product features.

Creating solutions and interfaces that help visualize complex data & flows easily.

Creating value by using a user-centric approach to create interactive reporting interfaces (one of the value propositions of the product), that are not only easy to understand, but also easy to use.

Use User-Centered Design methods, including Usability Research, Usability Testing, producing Personas, creating Flows, High and low fidelity Wireframes, and information architecture diagrams.

Creating beautiful intuitive UI and ensuring it is in sync with the overall brand language.

Collaborating with the development team to implement the approved designs, flows & experiences.

Collaborating with the marketing team to create a solid product marketing strategy.

DESIGN CONSULTANT (UX/UI/VISUAL), Mumbai, Singapore, Hong Kong Jan 2015 – Oct 2017

Maintaining design and brand consistency for all delivered products and experiences.

Creating interactive wireframes or low fidelity prototypes for user testing.

Working with teams to create documentation for design specifications.

Mapping out flows and use-cases.

Developed powerful communication strategies to help start-up clients maximise brand equity.

Clients include:

Citrus Payments - pioneering design thinking for payments in India.

Cube – used design thinking to create an app that helps manager your money better.

PayU India – worked on LazyPay, first of its kind credit product in India.

Purple Squirrel – using tech and design to create industry-driven, experiential learning experiences.

SingTel (HOOQ.TV) – launched Asia's largest OTT platform for movies & T.V. shows.

Malabar baby – Created a new collection of prints that helped increase product sale in North America, Hong-Kong & India.

DIGITAL DESIGN(UX/UI) LEAD India Circus (www.indiacircus.com), Mumbai Feb 2012 – Dec 2014

Mapped out user flows and use-cases for the Ecommerce platform.

Developed visual identity for the brand. Designed the web platform.

Implemented UI & UX strategies that helped increase revenues monthly.

Used data as a tool to help design high performing digital marketing creatives.

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 web/social platform and also produce internal branding material, motion graphics, print material etc.

MANAGER - BRAND/COMM TATA Communications, Mumbai Nov 2009 – Jul 2010

UI/UX design for the website that sold internet services.

Maintaining design and brand consistency for all delivered products and experiences.

Brand development, insuring 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 Interface Designs, Digital Media and Multimedia Animation.

Branding, Marketing Concepts and Collaterals.

Quality Assurance.

R & D Implementation works for Exploration of New Features/Standards emerging in the web Industry.

Coordination between Business team, Designing Team as well as Development Team.

DESIGNER/VISUALISER Sify Ltd. (www.sify.com), Mumbai Feb 2006 – Nov 2007

Conceptualization of various online advertising campaigns for various clients.

Created animated Banners for various advertisers from various sectors.

UI, micro sites and landing sites for campaigns.

WORK EXPERIENCE (VOLUNTEER)

CLIENT ADVISORY COMMITTEE MEMBER MOSAIC May 2018 – present

Provide input on organisational strategy, quality assurance and improvement on programs.

Provide input on the organisations work to maintain CARF accreditation.

Provide 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

