

LUKE SYRYLO

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A Senior Product Designer with 14 years' experience spanning product, UX/UI and visual design across ecommerce, marketplaces, government and digital services.

Experienced across the full product design lifecycle, from discovery and research through interaction design, design systems, testing and delivery, with a strong foundation in visual and multimedia design.

Two Circles – Lead Product Designer

Melbourne, Australia | Apr 2026 - Sept 2026 | Contract

Impact: Helped establish the UX foundation for Marriner Group's new digital ticketing platform, simplifying complex booking journeys and creating scalable interaction patterns across discovery, seat selection, checkout and account management.

- Led UX/UI design across a complex end-to-end ticketing ecosystem, spanning event discovery, session selection, seating, extras, checkout, ticket management, transfers and post-purchase experiences.
- Simplified high-friction transactional journeys by breaking complex ticketing rules, business requirements and edge cases into clear interaction patterns and progressive user flows.
- Re-architected account and ticket-management experiences around customer priorities —accessing tickets, managing purchases and transferring tickets—rather than underlying order and system structures.
- Defined UX patterns for complex payment and redemption scenarios, including promotional codes, gift vouchers, partial balances, multiple payment states and zero-value checkouts.
- Worked directly with Product and Engineering to interrogate requirements, identify missing states and edge cases, and resolve UX implications before development.
- Supported implementation through detailed interaction specifications, developer collaboration and design QA, resolving discrepancies between intended behaviour and production builds.

Sportsbet – Senior Product Designer

Melbourne, Australia | Jun 2025 - Mar 2026 | Contract

Impact: Led product design across two strategic betting initiatives: the end-to-end sports betting journey ahead of the 2026 FIFA World Cup, and a new suite of AI-generated Multi products designed to integrate naturally within Sportsbet's broader betting ecosystem.

- Led end-to-end UX/UI design of the sports betting journey across all sports, with a particular focus on soccer and preparing the experience for increased engagement around the 2026 FIFA World Cup.
- Reworked the customer journey from discovering a sport, competition or event through market exploration, bet selection and placement, simplifying navigation and decision-making across a complex betting ecosystem.
- Designed a targeted suite of AI-generated Multi bet types, exploring how generated recommendations could provide useful, contextual betting options rather than operate as a standalone AI feature.
- Defined how AI-generated Multis surfaced across existing betting journeys, establishing interaction patterns, hierarchy and entry points that integrated the new experience within Sportsbet's established product ecosystem.
- Explored concepts and interaction models for communicating AI-generated selections clearly, balancing discoverability and customer understanding with commercial, regulatory and responsible gambling considerations.
- Partnered with Product, Engineering, Data and Compliance throughout discovery and delivery, translating complex business and technical requirements into intuitive customer experiences.

View Media Group (View.com.au) – Lead Product Designer

Melbourne, Australia | Aug 2024 - Jan 2025 | Contract

Impact: Improved find-ability and decision confidence across search and listing experiences, while building design system foundations for scale.

- Built a scalable design system and UI kit in Figma, establishing reusable components and patterns that improved UI consistency and accelerated design-to-development delivery.
- Translated research and competitive benchmarking into MVP and iteration opportunities.
- Delivered responsive wireframes and prototypes for web and mobile with accessibility baked in (WCAG 2.1).
- Moderated usability testing to identify friction across key journeys, translating findings into design iterations that improved task completion and overall usability..

- Improved clarity across key search-to-shortlist-to-enquire decision points, using experimentation and session replay insights to identify and reduce friction in the enquiry journey.

1060 Apps (TenSixty) – Lead Product Designer

Melbourne, Australia | Oct 2023 - Aug 2024 | Contract

Impact: Defined and shipped an MVP for a real-estate social and video product, reducing creation friction and improving onboarding success.

- Led discovery workshops to align objectives, constraints, and measurable outcomes.
- Conducted 15+ interviews with real estate agents to identify pain points and prioritise features.
- Produced journeys and flows and scoped the MVP and roadmap to support a 12-month product strategy.
- Explored and tested multiple solution directions, simplifying the video creation workflow and reducing the time and effort required for agents to produce content.
- Iterated onboarding and video-generation journeys through usability testing, resolving key points of confusion and improving successful task completion.
- Designed high-fidelity UI and prototypes in Figma and supported build QA for design fidelity.

Granicus – Senior Product Designer

Melbourne, Australia | Mar 2021 - Sep 2023 | Full-time

Impact: Owned design across major EngagementHQ initiatives from problem definition through validation and delivery, bringing stakeholders along through clear rationale and evidence-based decision-making.

- Analysed product metrics and partnered with Customer Support to identify recurring usability issues, translating support insights into targeted product improvements.
- Conducted competitor analysis and mapped journeys and flows to guide roadmap decisions.
- Used product analytics and moderated usability testing to identify friction across complex workflows, translating findings into iterative improvements that increased successful task completion.
- Defined and evolved reusable patterns and components, improving consistency across squads and reducing design rework

Cengage – Senior Product Designer

Melbourne, Australia | Apr 2020 - Mar 2021 | Contract

Impact: Improved adoption and task success across learning workflows, while strengthening design system foundations.

- Led cross-functional workshops to define product problems, align priorities and balance user needs, business goals and technical constraints.
- Led competitor analysis and user research to identify unmet needs and prioritise product opportunities, informing feature development and post-launch iteration.
- Shaped design scope and sequencing alongside Product and Engineering, reducing late-stage rework and improving delivery predictability.
- Planned and moderated usability testing, identifying critical usability issues and iterating designs to improve task success and reduce friction across key learning workflows.
- Built and launched a UI kit and scalable design system in Figma, consolidating reusable components and patterns to reduce design debt and improve consistency across the product.
- Mentored junior and mid-weight designers on research, testing, and design practices.

Accenture – Senior UX/UI Designer

Melbourne, Australia | Jan 2019 - Apr 2020 | Contract

Impact: Delivered accessible, build-ready UX and UI for enterprise and government initiatives with measurable usability improvements.

- Partnered with Product, Business Analysis and Engineering to define requirements and translate complex problems into user-centred flows and prototypes.
- Led cross-functional workshops to evaluate solution directions and balance user needs, business objectives and technical feasibility.
- Delivered WCAG-aligned components and patterns to improve consistency across products.
- Planned and analysed usability testing, translating findings into design improvements that increased task success and reduced user errors across key workflows.
- Produced detailed interaction specifications, reusable patterns and implementation guidance, reducing design-to-development ambiguity and unnecessary rework.

Dreamwalk – Senior UX/UI Designer

Melbourne, Australia | Jan 2018 - Dec 2018 | Contract

Impact: Shipped client work faster by tightening problem definition, reducing iteration, and improving delivery consistency.

- Ran discovery and requirements workshops with clients and cross-functional teams, establishing clearer project scope and reducing changes during delivery.
- Developed and presented multiple concept directions, helping clients make informed design decisions earlier and reducing unnecessary iteration.
- Built reusable UI kits and accessible design systems, improving consistency and enabling developers to deliver new features more efficiently.
- Designed end-to-end web and mobile experiences from user flows and wireframes through high-fidelity UI and interactive prototypes.

Arkade – Senior UX/UI Designer

Melbourne, Australia | Jul 2017 - Dec 2017 | Contract

Impact: Improved retail customer experiences across web and lifecycle communications through research-led UX and UI.

- Led discovery and stakeholder workshops to establish clearer requirements, align teams and reduce scope changes during delivery.
- Produced personas, journeys and user flows, and conducted moderated usability testing to identify friction and improve task success across key retail journeys.
- Delivered website and EDM design across customer touch-points, strengthening brand consistency and supporting engagement across digital channels.

Relab Studios – Senior Graphic Designer / Mid UX/UI Designer

Melbourne, Australia | Feb 2014 - Jul 2017 | Full-time

Impact: Delivered brand-to-product work across a wide client mix, building strong fundamentals in systems and delivery craft.

- Supported briefing and scoping, contributed to research and testing, and designed web and mobile experiences.
- Built branding systems and style guides for digital and print consistency.
- Designed and maintained UI components and patterns to support scalable delivery.

Loke Digital – Mid Graphic Designer / Junior UX/UI Designer

Melbourne, Australia | Jan 2012 - Jan 2014 | Full-time

Impact: Supported early UX and UI practice across web and mobile product surfaces and marketing acquisition.

- Assisted with wireframes and prototypes and design system upkeep for web and mobile UI.
- Supported user research and usability testing and translated findings into iteration.
- Contributed to brand and marketing asset delivery to support acquisition and onboarding.

SKILLS

UX & Product Design

Product discovery, stakeholder management, workshop facilitation, qualitative research, user interviews, journey mapping, user flows, information architecture, usability testing, experimentation and A/B testing, analytics-informed iteration, accessibility (WCAG 2.1), Agile delivery.

UI & Systems

Interaction design, responsive design, wireframing, prototyping, design systems, UI kits, component design and documentation, design QA, developer handover, visual hierarchy, typography.

AI Product Design & prototyping

AI-enabled product experiences, AI interaction patterns, AI-assisted prototyping, prompt design and rapid concept exploration.

Tools

Figma, Miro, Jira, Adobe Creative Cloud, ChatGPT, Claude Code.

Education

Shillington College - Cert IV Graphic Design (2011)

SAE - Bachelor of Audio Production (2011)

Institute for Design Entertainment and the Arts - Advanced Diploma of Multimedia Design (2001)

References

Available upon request.