



LUKE SYRYLO

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VIEW MEDIA GROUP

Lead Product Designer

Melbourne, Australia

AUG 2024 - JAN 2025

Full-time

View.com.au is one of Australia's leading real estate portals.

- Led the creation of a scalable Design System and UI Kit in Figma, reducing design inconsistencies by 40% and accelerating development time by 25%.
- Facilitated cross-functional workshops with key stakeholders to align product vision and prioritise user needs, using insights to guide feature roadmap decisions.
- Collaborated closely with a multidisciplinary team, including the Project Owner, Project Manager, Head of Development, and Marketing Lead, ensuring alignment between user needs, business goals, and technical feasibility throughout the design process.
- Conducted competitor benchmarking and user research, identifying key market gaps and informing feature development for the MVP launch.
- Created personas, journey maps, user flows, and affinity diagrams in Miro, ensuring a data-driven and user-centric design process.
- Designed responsive wireframes and interactive prototypes in Figma for web and mobile platforms, enhancing usability and accessibility (WCAG 2.1 compliant).
- Planned and moderated usability testing sessions, uncovering usability issues and iterating on designs, resulting in a 30% increase in task success rates.



1060 APPS

Lead Product Designer

Melbourne, Australia

OCT 2023 - AUG 2024

Full-time

TenSixty is a new social network app for real estate in the USA & Australia.

- Facilitated discovery workshops with internal stakeholders, aligning on business objectives and success metrics—resulting in a clearly defined MVP scope.
- Interviewed 15+ real estate agents to uncover pain points, informing features that addressed 70% of common challenges in video content creation.
- Researched real estate video marketing trends and conducted competitor analysis of AI-driven products, identifying differentiators for competitive advantage at launch.
- Synthesised insights and research to design an MVP delivering immediate user value, with a roadmap supporting a 12-month product strategy.
- Mapped user flows and customer journeys in Miro, helping stakeholders visualise the experience and reducing feature creep by 25% through clearer decision-making.
- Conceptualised and presented three design solutions; feedback sessions refined the chosen approach, resulting in a user-friendly interface that cut video creation time by 40%.
- Designed interactive prototypes in Figma, which were used in stakeholder reviews and user testing, achieving a 90% approval rating from test users on ease of use.
- Planned and facilitated usability testing with real estate agents and admin staff, leading to iterations that improved task success by 32.5% during onboarding and video generation.
- Delivered high-fidelity UI designs and WCAG 2.1-compliant assets.
- Produced detailed design documentation covering interactions, edge cases, and implementation notes, reducing developer queries and ensuring smooth handover.
- Collaborated with developers during implementation to maintain design fidelity, providing QA and addressing questions for seamless execution.

UX DESIGN SKILLS

Stakeholder management
Discovery workshops
Affinity mapping
Concept testing
Problem definition
Project scoping
Competitor analysis
Descriptive research
Correlational research
Persona development
Task analysis
Journey mapping
User flows
Information architecture
Card sorting
Site mapping
Focus groups
Ethnographic research
Case study research
Heuristic evaluation
User interviews
Survey research
Data analysis
Problem solving
Tree testing
A/B testing
Qualitative usability testing
Quantitative usability testing

UI DESIGN SKILLS

Typography
Colour theory
Accessibility design (WCAG)
Style-guide development
Design kit creation
Design system development
Wireframing
User interface design
Interaction design
Prototyping
Documentation



GRANICUS

Senior Product Designer

Melbourne, Australia
MAR 2021 – SEPT 2023

Full-time

Cloud-based solutions for communications, government website design, and digital services, Granicus empowers stronger relationships between government and residents across Australia, New Zealand, the U.S., U.K. and Canada.

- Collaborated in an Agile Scrum team alongside the Project Owner, Product Manager, Business Analyst, Head of Development, and QA to identify and prioritise product improvements.
- Participated in Agile ceremonies—sprint planning, stand-ups, backlog grooming, reviews, and retros—ensuring design deliverables aligned with development timelines.
- Worked with Customer Support and analysed product metrics to identify user pain points, driving feature enhancements that reduced usability-related support tickets by 25%.
- Conducted competitor analysis to uncover feature gaps, directly informing the product roadmap and strengthening market differentiation.
- Created user personas, journey maps, user flows, and affinity diagrams in Miro, enabling the team to make informed design and development decisions whilst improving cross-functional collaboration efficiency.
- Developed a scalable Design System for front- and back-end apps, ensuring WCAG 2.1 compliance, reducing front-end dev time by 40%, and improving UI consistency by 95%.
- Planned and executed usability testing, generating insights that increased task success rates by 35% and reduced user errors by 20%.
- Maintained shared UX documentation in Confluence, promoting alignment between design and development teams.
- Provided UX support to delivery teams, ensuring alignment with user needs and business goals, leading to smoother sprints and stronger stakeholder confidence.
- Refined research methodologies and introduced feedback loops, improving research efficiency by 25% and insight quality.
- Mentored junior and mid-weight designers on research, testing, and design best practices, fostering a collaborative team culture.



CENGAGE

Senior Product Designer

Melbourne, Australia
APR 2020 – MAR 2021

Full-time/Contract

Cengage Group is an American educational content, technology, and services company for the higher education, K–12, professional, and library markets. It operates in more than 20 countries around the world.

- Facilitated workshops with stakeholders—including the Project Owner, Product Manager, Business Analyst, Head of Development, and Marketing Lead—to analyse user data, business goals, and technical constraints, resulting in a prioritised backlog that reduced decision-making time.
- Collaborated in an Agile Scrum team, participating in sprint planning, stand-ups, backlog grooming, reviews, and retros to ensure timely design delivery and cross-team alignment.
- Conducted competitor analysis and user research, identifying gaps and opportunities that informed design decisions, leading to a 25% increase in feature adoption post-launch.
- Worked with the team to estimate project timelines, aligning design deliverables with sprints and resource capacity.

VISUAL DESIGN SKILLS

Typography
Colour theory
Layout & composition
Visual hierarchy
Branding & identity
Iconography & illustration
Design systems
Motion graphics & microinteractions
Accessibility in design
Print design
Digital design
Image editing and manipulation
Attention to detail and consistency

MULTIMEDIA SKILLS

Video editing and production
Motion graphics and animation
Audio editing and sound design
3D animation
Interactive media design
Storyboarding and concept development
Visual storytelling
Basic scripting for interactive media



CENGAGE

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- Worked with the team to estimate project timelines, aligning design deliverables with sprints and resource capacity.
- Created user personas, journey maps, flows, and affinity diagrams in Miro, building shared understanding and reducing misalignment by 40%.
- Planned and ran usability testing, applying insights to refine designs, boosting task success rates by 35%, and reducing user friction by 20%.
- Designed wireframes, high-fidelity UI, and interactive prototypes for web and mobile, delivering accessible, intuitive experiences that improved customer satisfaction by 30%.
- Developed and launched a UI Kit and Design System in Figma, ensuring consistency, WCAG 2.1 compliance, and scalability—cutting design debt by 40% and speeding up development by 35%.
- Led service design research workshops, facilitating ideation sessions that produced three validated concepts and informed the 12-month product roadmap.



ACCENTURE

Senior UX/UI Designer

Melbourne, Australia
JAN 2019 – APR 2020

Full-time/Contract

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services.

- Collaborated with key stakeholders—Project Owner, Product Manager, Business Analyst, and Head of Development—to gather requirements and define project objectives, resulting in a prioritised backlog.
- Created user personas, journey maps, user flows, and affinity diagrams to ensure a user-centred approach throughout the design process and align the team on customer needs and pain points.
- Facilitated workshops with cross-functional teams (Development, QA, Product) to conceptualise and evaluate design solutions, aligning user needs, business goals, and technical feasibility.
- Worked closely with developers throughout Agile sprints, providing specs, assets, and support to ensure seamless implementation and design consistency.
- Produced low- and high-fidelity wireframes, prototypes, and final UI designs in Figma, delivering responsive, accessible interfaces for web and mobile.
- Designed new UI components and patterns aligned with the Design System and WCAG 2.1 standards, improving consistency and inclusive design across products.
- Planned and analysed usability testing, leading to insights that boosted task success by 25% and reduced user errors by 50%.
- Maintained UX documentation in Confluence, improving alignment, transparency, and reducing onboarding time for new team members.



DREAMWALK

Senior UX/UI Designer

Melbourne, Australia
JAN 2018 – DEC 2018

Full-time/Contract

Dreamwalk is an award-winning app design and development agency, based in Melbourne. Industry leader in #1 App Store ranking apps.

- Facilitated workshops with clients and cross-functional teams to gather requirements and define a clear project roadmap, reducing scope changes by 20% during development.
- Led design research and competitor analysis, informing feature prioritisation and improving product-market fit, contributing to a 25% boost in client satisfaction.
- Designed multiple concept solutions aligned with client goals, accelerating decision-making and reducing design iterations by 20%.

SOFT SKILLS

Communication and storytelling

Empathy and user advocacy

Collaboration and teamwork

Problem-solving and critical thinking

Adaptability and flexibility

Attention to detail

Time management and prioritisation

Active listening and constructive feedback

Stakeholder management

Presentation skills

Curiosity and continuous learning

Strategic thinking and decision-making

Creativity and innovation

Emotional intelligence

Conflict resolution and negotiation

SOFTWARE SKILLS



Figma



Sketch



Adobe Suite



Invision



Flinto



Sales Force



Microsoft Suite



Google Suite



Miro



Jira



Trello



DREAMWALK

Continued..



ARKADE

Senior UX/UI Designer

Melbourne, Australia

JUL 2017 - DEC 2017

Full-time/Contract

- Produced comprehensive user personas, customer journey maps, user flows, information architecture, and wireframes, aligning internal teams and clients around the user experience.
- Developed low and high-fidelity prototypes in Figma, supporting user validation and client presentations.
- Designed custom UI Kits and scalable Design Systems with WCAG 2.1 compliance, reducing development time for new features by 20%.
- Delivered final UI designs and interactive prototypes.
- Planned, structured, and facilitated usability testing sessions, gathering feedback that informed critical design improvements.
- Liaised directly with clients throughout the design process, managing feedback and revisions in real-time, which led to a 95% client approval rate during sprint reviews.

A Customer Experience Agency specialising in the Australian retail industry. We work with leading Australian retailers and service providers to develop highly successful customer experience strategies and platforms.

- Facilitated requirements gathering and strategic planning workshops with the product team, aligning on business objectives and user needs, reducing project scope changes by 20% during sprints.
- Collaborated on user research and discovery activities, uncovering insights that informed feature prioritisation and improved product-market fit.
- Created comprehensive user personas, journey maps, user flows, and affinity diagrams in Miro, fostering alignment between design, development, and stakeholders, which improved decision-making and reduced feedback loops.
- Conducted competitor analysis, identifying opportunities that shaped the design strategy and boosted competitive differentiation by 25%.
- Produced low- and high-fidelity prototypes in Figma for validation and client presentations.
- Designed custom UIs and scalable design systems with WCAG 2.1 compliance.
- Planned and conducted moderated usability testing, gathering insights that increased task success rates by 12.5% and reduced user errors by 20%.
- Liaised directly with key internal and external stakeholders, presenting research findings, usability insights, and design recommendations that informed product iterations and improved stakeholder engagement
- Delivered high-quality digital designs for websites and EDMs, enhancing brand consistency and increasing customer engagement by 15% across digital channels.

EDUCATION

Shillington College

Melbourne, Australia
2011

Cert IV Graphic Design

S.A.E.

Melbourne, Australia
2011

Bachelor of Audio Production

Institute for Design Entertainment & the Arts

Melbourne, Australia
2001

Advanced Diploma of
Multimedia Design

REFERENCES

Available upon request.



RELAB STUDIOS

Senior Graphic Designer/
Mid UX/UI Designer

Melbourne, Australia
FEB 2014 - JUL 2017

Full-time

Relab is an award-winning design agency focused on digital products, branding and visual design. I was a part of a team of designers and developers working on a wide range of design solutions.

- Assisted the Principal Designer in facilitating requirement-gathering workshops with clients and internal stakeholders, contributing to the development of detailed client briefs and project scopes.
- Contributed to user research, design, and usability testing for websites, web applications, and mobile applications, ensuring user-centred design solutions aligned with client goals.
- Developed branding solutions, including logos, visual identity systems, and marketing collateral, and created comprehensive style guides to ensure brand consistency across digital and print mediums.
- Designed and maintained design systems, establishing UI components and design patterns that supported scalable and consistent product development for web and mobile platforms.
- Produced print designs, such as brochures, business cards, and signage, and liaised with printers and suppliers to manage production and ensure high-quality outcomes.
- Proactive contributor to Relab Studios' internal team discussions and strategic planning sessions, providing input on design processes, studio operations, and project strategies to support continuous improvement and innovation.



LOKE DIGITAL

Mid Graphic Designer/
Jnr UX/UI Designer

Melbourne, Australia
JAN 2012 - JAN 2014

Full-time

LOKE provides branded web & mobile apps that include ordering, delivery, loyalty & powerful marketing tools.

- Supported the Lead Designer in facilitating requirement-gathering workshops, working closely with internal stakeholders to define project objectives and align design direction with business goals.
- Assisted in wireframing, prototyping, and the creation and maintenance of the design system, contributing to the consistency and scalability of the product's user interface across web and mobile platforms.
- Played a key role in conducting user research and usability testing, gathering insights that directly informed design iterations and improved the overall user experience.
- Collaborated with the Lead Designer on the development of the Aston Club brand identity, including logo design, typography, and visual style guidelines, ensuring a cohesive and recognisable brand presence.
- Designed and delivered the customer-facing product website, supporting user acquisition efforts and providing a seamless introduction to the Aston Club product ecosystem.
- Produced digital and print marketing materials, including social media assets, promotional graphics, and event collateral, to support marketing campaigns and brand awareness initiatives.

1st October 2023

To whom it may concern,

I worked with Luke Syrylo from 2021 to 2023, at that time Luke was a Senior Product Designer on the EngagementHQ product, at Granicus, and I was his manager.

EngagementHQ is a community engagement system enabling organisations to design and run online projects to gather contributions from the public to inform decisions.

During his time with Granicus, Luke worked on many new features and feature improvements for the EngagementHQ product, including; Project Tags, New Data Grid Pages, Duplicating Projects, Modelled Data (Demographic data capture and filtering), Places Tool re-design (a mobile first map-based community engagement tool), Filter Builder enhancements (complex filters), as well as adding to and managing the design system.

His role on these projects was as the lead, or only designer, taking projects from brief, through research and design to delivery.

As a Senior Designer, Luke helped other designers improve their skills through providing constructive feedback and sharing his design approach.

When Luke does the discovery of a concept, he brings stakeholders along, creates narratives which explain his rationale, and provides evidence to support decisions.

Luke has a solution-focus and likes the team around him in Product Management and Product Design to be strategic, understand the business, customer needs, and user benefits. On occasion, when projects lacked some of this information, Luke helped to gather it to ensure he would do suitable work.

Luke has great skills in user testing and evaluating research findings and excellent skills in design. It is rare to find a designer with Luke's natural eye for design. He is also intelligent and articulate.

I'm happy to recommend Luke in user experience, product design and UI design.

Sincerely,
Manita Johnson
Senior Manager, Product Design
Granicus
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Subject: Recommendation for Luke Syrylo

22nd July 2017

To Whom It May Concern,

In my capacity as Pricipal of Relab Studios - Melbourne based full service Creative Agency, I am pleased to write this reference letter on behalf of Luke Syrylo.

On February 2014, Luke was offered a full-time role as Senior Graphic Designer / Mid UX/UI Designer. During this time, Luke was responsible for a number of creative projects working in close collaboration with myself and the creative team. Most of the duties and responsibilities mainly include the following:

- / Assisting in development of client brief.
- / Good understanding and operation of Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat Pro).
- / Design of websites, web apps, mobile apps, logos, icons and other visual material.
- / Storyboarding and manual hand-sketching skills.
- / Concept creation, design and implementation of printed and tangible graphics.
- / Representing Relab Studios in design discussions with clients or other subcontractors.
- / Pro-active member of Relab Studios internal team discussion and strategic planning.

Along with his technical abilities and skills, Luke is a dedicated team player and a trustworthy person. He often work an extra mile character to be around with. His outgoing nature, positive attitude and calm personality brings a good vibe to the rest of the team.

I am confident that he will do well and would make a great asset to any company or team. I have absolutly no hesitation in recommending Luke Syrylo to any employer.

Should you have any questions or further queries, I can be reached by mobile +61 488 333 083 or via email at alvin@relabstudios.com.au.

Sincerely,



Alvin Hermanto
Principal

RELAB STUDIOS.

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