

SENIOR PRODUCT DESIGNER

RICKY LALLI

Senior Product Designer with 7+ years of experience and 30+ projects delivered across 20+ clients – spanning digital products, interactive museum exhibits, and immersive environments. Leads cross-functional teams from discovery through to shipped work, bridging UX research, design systems, and physical-digital experience design.

EXPERIENCE

SENIOR PRODUCT DESIGNER

IX Labs | 06/2023 – Present | Vancouver, BC, Canada

- Led UX discovery for 15+ projects across 20+ clients – facilitating stakeholder workshops, driving cross-functional alignment, and conducting user research to define the problem before design begins.
- Delivered physical and digital experiences across BC and Atlantic Canada – including an 11-exhibit permanent installation at the Museum of Natural History in Halifax, a 3-station interactive exhibit at Science World Vancouver, and an AI-powered community experience for the City of Port Coquitlam.
- Built Figma-based project systems, delivery templates, and AI tool integrations that streamlined cross-team workflows and reduced content delivery time across client engagements.

DIGITAL DESIGN INSTRUCTOR

Vancouver Film School | 09/2022 – 02/2025 | Vancouver, BC, Canada

- Designed and delivered courses in UX & UCD Innovation, Information Architecture & Web Design, and Development Tools.
- Redeveloped curriculum for design courses to guide students in becoming rounded designers with specific attention given to agile development methods and design thinking processes.
- Taught 3 terms following a full curriculum redesign, with measurable improvements in how students approach problem-solving and qualitative data analysis.

PRODUCT DESIGNER

FansUnite Entertainment | 01/2023 – 05/2023 | Vancouver, BC, Canada

- Developed a design system in Figma from concepts/wireframes previously created in XD with improvements to usability and implementation for the design and development team.
- Benchmarked US and EU competitors to identify industry-standard UX patterns and highlight critical design gaps before launch.
- Designed and branded a cross-platform application with location-based features, ensuring compliance with US and EU civic gambling regulations.

UX & PRODUCT DESIGNER

XR Immersive Tech | 01/2022 – 08/2022 | Vancouver, BC, Canada

- Led UX design for the Uncontained VR project and companion escape room experiences, from research and concept through to final delivery.
- Conducted usability testing to guide feature development, collaborated with external teams on physical prototypes, and implemented a booking system with a companion client support app.
- Reduced onboarding time by 40%, increased experience throughput by 20%, and drove a 32% lift in ticket sales.

DESIGN TECHNICIAN

Simon Fraser University | 01/2020 – 12/2021 | Surrey, BC, Canada

- Produced presentation templates, UI diagrams, and internal documentation supporting software and hardware transitions across the Surrey campus.
- Developed the Surrey Wayfinder concept, establishing the case for an in-house navigation app to replace the existing system.
- Built a pipeline for developing an in-house application, with a working prototype which made use of CAD, 3DS MAX, Unity, & various Adobe applications.
- Managed the campus IT team, delivering technical support to students and staff across the Surrey campus.

COMMUNICATIONS & DESIGN COORDINATOR

Burnaby Festival of Learning | 01/2020 – 04/2020 | Burnaby, BC, Canada

- Curated content for Burnaby Festival of Learning’s website, Instagram, and Facebook, resulting in an 18% increase in traffic.
- Worked on the logo refresh to help the team begin rebranding over the next 2 years and designed the yearly event booklet for 17,000 attendees.

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Metro Vancouver, BC

AWARDS

DEEP SIGNAL (UNCONTAINED)

Finalist, 2022 The VR Awards, VR Location-Based Entertainment of the Year

Finalist, The Auggies, Best in Location-Based Entertainment

INSPIRING LOCAL CHAMPIONS

Finalist, Heritage BC People’s Choice Award 2026.

EDUCATION

BSC INTERACTIVE ARTS & TECH

Simon Fraser University
Bachelor of Science
Major, Interactive Arts & Tech

CREATIVE WRITING

Kwantlen Polytechnic University
Education & Creative Writing

SKILLS

TOOLS

Figma	Procreate
Adobe Creative	Unity
Cursor	AI Assisted Workflow
DaVinci Resolve	(ChatGPT, Claude, Figma Make, Hermes-Agent)
Blender	+ Others.

METHODS

Interaction Design	Workshop Facilitation
Wireframing	Information Architecture
Usability Testing	Design Systems
User Flows	Prototyping
User Research	Agile
User Interviews	Accessibility
Journey Mapping	

PASSION PROJECTS

DESIGNER & DEVELOPER

Media + Home Network | 2025

Building a home automation experience with hardware. Tools: Home Assistant, ProxMox, Unifi, Jellyfin, docker, and others. Using var. hardware.

Sea2City | 01/2022 – 06/2022

Created a prototype to showcase the impact of sea level rise over the coming century in a VR experience as a part of the Sea2City Design challenge.

UX DESIGNER

Communi-Create | 01/2020 – 01/2021

Developed the CommuniCreate Program and curriculum to teach English to youth from migrant backgrounds. Awarded the Surrey Engagement Award in 2020.