

Ricky Lalli

Senior Product Designer

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EDUCATION

Simon Fraser University

2014–2019

B.A.Sc. — SIAT (Science, Interactive Arts & Technology)

Kwantlen Polytechnic University

2013–2014

Creative Writing

CORE COMPETENCIES

Design Leadership: Cross-functional facilitation / Stakeholder workshops / Client presentations

Product Design: Interaction design / Design systems / Wireframing / Prototyping

UX Research: Usability testing / User interviews / Journey mapping / Field research

TECHNICAL SKILLS

Figma, Adobe Creative Suite, Webflow, Unity, DaVinci Resolve, Cursor

SolidWorks, Autodesk, Blender, QGIS, HTML/CSS/JS, C#

ChatGPT, Claude, Midjourney, Runway, Figma Make, Figma Weave

AWARDS & RECOGNITION

Deep Signal (Uncontained) —

Finalist, 2022 VR Awards (Location-Based Entertainment); Finalist, The Auggies (Best in LBE)

Inspiring Local Champions —

Nominated, Heritage BC People's Choice Award, 2026

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

EXPERIENCE

Freelance Product Designer — Nudge Design Studio

Surrey, BC · Mar 2026 – Present

- **Public Installation Design:** Designed a public installation for the Musqueam Nation at the Vancouver FIFA Fan Festival, including exterior/interior graphics, a language spelling game, and an interactive territory map built in QGIS.
- **Enterprise Brand Extension:** Delivered trade show environments, brand-system extensions onto new physical formats, and print-to-fabrication handoff for enterprise clients including DentalCorp and Telus.

Senior Product Designer — IX Labs

Vancouver, BC · May 2024 – May 2026

- **Cross-Client UX Discovery:** Led UX discovery for 15+ projects across 20+ clients — stakeholder workshops, cross-functional alignment, and user research to define the problem before design begins.
- **National Delivery Footprint:** Delivered physical and digital experiences across BC, Alberta, and Atlantic Canada, including a permanent 11-exhibit installation at the Museum of Natural History (Halifax), a 3-station interactive exhibit at Science World (Vancouver), and municipal digital projects for Port Coquitlam, Squamish, and Fort McMurray.
- **Design System & AI Tooling:** Built Figma-based design systems, delivery templates, and AI tool integrations that streamlined cross-team workflows and reduced content delivery time across engagements.

UX Designer & Researcher — Health Science X

Remote · Sept 2022 – Apr 2024

- **Market Validation Research:** Conducted user research — surveys, interviews, observations, field testing — to validate product feasibility and identify a niche client base for healthcare technology serving remote Canadian communities.
- **Go-to-Market Strategy:** Synthesized Voice of Customer findings into strategic recommendations that led to repositioning the team's go-to-market approach.
- **Stakeholder Alignment:** Mapped customer journeys to build stakeholder buy-in and communicate the impact of technology adoption to key decision-makers.

Digital Design Instructor — Vancouver Film School

Vancouver, BC · Sept 2022 – Dec 2024

- **Curriculum Design & Delivery:** Designed and delivered courses in UX and User-Centred Design, Information Architecture and Web Design, and Development Tools; redeveloped curriculum around design thinking and agile processes.

Product Designer — FansUnite Entertainment

Vancouver, BC · Jan 2023 – May 2023

- **Cross-Platform System Adaptation:** Adapted an existing desktop design system to native mobile patterns for a regulated cross-platform betting application — extending components, interaction standards, and accessibility rules to a new platform.
- **Regulated Real-Time UI:** Designed real-time data interfaces for live odds and event states under US and EU regulatory compliance, working with engineering on feasibility and design QA.