

# Maksym Rewko



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## Tools

**Primary:** Figma, FigJam, Jira, Adobe Creative Suite, Usertesting, ChatGPT & Google Gemini

**Secondary:** HTML/CSS (basic), Rhino, KeyShot, Fusion, 3D Printing, GoPro Omni, Samsung 360

## Core Skills

**Product Design & UX Strategy** – Design systems, interaction design, accessibility (WCAG), information architecture.

**Leadership & Ops** – Cross-functional leadership, mentoring, scaling design research, DesignOps. Research & Insight – Ethnography, usability testing, journey mapping, AI-powered platforms.

## Summary

Enterprise & AI platforms • Systems, IA, workflow design • Research-led delivery • Design leadership

Product design leader with 10+ years building enterprise, regulated platforms across mobility and fintech. Known for translating complex systems into clear, scalable experiences—owning information architecture, workflow design, and decision-support UX. Partner deeply with Product, Engineering, and Data to deliver measurable outcomes and durable design systems.

## Experience

### Lead Product Designer

Geotab | Jan 2023 – Present | Winnipeg, Canada (Remote)

- Lead product design for an AI-powered fleet platform used by 50,000+ enterprise customers.
- Own system-level IA and workflow design across core product surfaces.
- Delivered **~30%** reduction in user friction via usability testing + IA restructuring.
- Recognized **Top 5%** performer company-wide (2024, 2025).

### Design Lead | Chapter Lead | Sr. Design Researcher

RBC | Sep 2018 - Dec 2022 | Toronto, Canada (Hybrid)

- Directed UX for **Avion Rewards**, Canada's largest loyalty platform.
- Managed & mentored a **7+ member team**, delivering journeys across credit, travel, and mobile.
- Scaled Design Research Chapter across 20+ researchers.
- Boosted self-serve reward point transfer by **300%**, reducing support calls.

### Senior Design Researcher

Revealing Reality | Jan 2017 - Jun 2018 | London, UK

- Led ethnographic research influencing **£1.5M CITB funding**.
- Co-authored **design guidelines** adopted by HS2 suppliers.

### Design Researcher

Kinneir Dufort | Jun 2014 - Oct 2016 | Bristol, UK

- Conducted UX & human factors research for medical and consumer products.
- Improved research documentation, increasing project velocity.
- Supported ideation and usability testing for medical device interfaces.

## Education

**Master of Design, First Class Honours**

Coventry University | 2010 – 2014

# Project Map

## Key Sectors & Flagship Work

### Mobility & Telematics



- AI-powered fleet optimization
- Information architecture redesign

### Banking & Rewards



- RBC > Avion Rewards redesign
- Loyalty program transformation
- Everyday banking UX

### Healthcare



- Insulin pumps & CGM systems
- Respiratory drug delivery devices
- Advanced wound care solutions

### Consumer & FMCG



- AR/VR children's learning apps
- FMCG packaging design
- Wearable & activity tracking tech

### Energy & Infrastructure



- Smart meter data visualization
- Energy price cap communications
- High-speed rail travel UX

### More Areas

- Luxury rental living
- Sports & activity evaluation
- Safety & training simulations
- Advertising engagement studies