Maksym Rewko

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LinkedIn | Portfolio

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.

Product design leader with 10+ years delivering enterprise, AI-driven, & highly regulated platforms across fintech, mobility, & healthcare. Known for turning complex systems into clear, scalable experiences - owning information architecture, workflow design, & decision-support UX - & partnering deeply with Product, Engineering, & Data to ship measurable outcomes.

Experience

Lead Product Designer
Geotab | Jan 2023 – Present | Winnipeg, Canada

- Own IA & navigation strategy for MyGeotab (50K+ enterprise customers); redesigned the core nav model, cutting clicks-to-core-feature to 1
- First designer at Geotab to **ship code directly** to production (Feb 2026), catalyzing broader designer-to-code adoption
- Led a competitive teardown of Motive & Samsara that reversed the direction of a major feature redesign
- Co-led "Sweep Squad," resolving **80+** platform papercuts, driving related support tickets to near-zero
- Defined packaging/labelling standards across hardware lines, reducing material waste & enabling QR-code self-serve installation
- Recognized as a **Top 5% performer** company-wide, 2024 & 2025

Design Lead | Chapter Lead | Sr. Design Researcher
RBC | Sep 2018 - Dec 2022 | Toronto, Canada

- Owned UX for Avion Rewards across credit, travel, & mobile - Canada's largest loyalty program; simplified compliance-heavy journeys into self-serve experiences
- Redesigned the reward-point-transfer flow, growing self-serve **usage 300%** & cutting operational support load
- Built & scaled RBC's Design Research Chapter from a handful of researchers to **20+** across multiple teams; established standards adopted org-wide
- Centralized **500+** legacy research artifacts from **10+ teams** into a single searchable repository
- Drove cross-platform IA & interaction-pattern decisions, aligning Product, Engineering, Legal, & Marketing

Senior Design Researcher
Revealing Reality | Jan 2017 - Jun 2018 | London, UK

- Led ethnographic research for HS2, HSE, CITB, & Canary Wharf Group; informed a **£1.5M CITB funding** decision
- Co-authored design guidelines adopted by HS2 suppliers; managed & mentored a team of 3–4 researchers

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

- Delivered user research & usability studies for regulated healthcare devices (Roche, Smith & Nephew)
- Supported multidisciplinary research across medical, consumer, & industrial sectors (Coca-Cola, Tetra Pak); developed internal human-factors protocols

Education

Master of Design, First Class Honours
Coventry University | 2010 – 2014