Sean Reibling

Digital Product Designer • seanreibling.com
linkedin.com/in/seanreibling • design@seanreibling.com

EXPERIENCE

Product Design Lead | 2023 Design GradEx   JAN 2023 – PRESENT

- Co-lead the team responsible for designing and developing the official exhibition website sent to hundreds of recruiters and designers; co-ordinated with branding and marketing teams in a **compressed, 2-month timeline**
- Managed intake and deployment of **200+ case study and student profile submissions** for the online exhibit

Design Assistant | YorkU Student Recruitment & Admissions   SEP 2022 – PRESENT

- Created **brand-aligned** promotional content for York University social media accounts and print advertising
- Worked on post-production video editing for university recruitment events and social media posts

Associate Designer | EY Design Studio Canada   MAY 2022 – AUG 2022

- Translated wireframes into **high-fidelity Figma mockups** for the consumer-facing mobile app and employee desktop interfaces of client Allstate Insurance, implementing revisions from **weekly client feedback sessions**
- Utilized and expanded upon the Allstate Insurance design system and UI kit to successfully communicate their new visual language within a mobile context, working with a **large library of Figma components**
- Helped define and visualize the current and ideal future user experience journeys of customers on the Allstate Insurance mobile app, utilizing **FigJam and Miro** to design user journey and empathy maps
- Helped update, organize, and document the design system for **OLG's 10+ lottery and casino brands**, including a separate system for PROLINE sports betting, using **Figma components and Zeroheight**

Design Assistant | Lassonde School of Engineering   SEP 2020 – APR 2022

- Designed an internal web tool to **help faculty better understand** Lassonde's curriculum redevelopment initiative, sorting and filtering through **100+ courses** and **thousands** of corresponding learning outcomes
- Designed a website for Canada's largest engineering educational conference, hosted by Lassonde in 2022
- Created user personas and empathy maps for Lassonde's curriculum redevelopment initiative
- Designed and implemented a new **UI and visual system** for Lassonde's online course delivery platform
- Conceptualized multiple information and system process visualizations for various Lassonde initiatives

Web & Information Designer | YorkU Global Labour Research Centre   APR 2021 – SEP 2021

- Designed an **interactive website to showcase data** from a global research initiative surrounding the workplace
- Used **Figma** to design wireframes and high-fidelity mockups, and **Webflow** to fully develop and launch the digital experience, which was viewed by faculty and staff across York University
- Helped design custom **charts and graphs** to display statistical data in a compelling and brand-aligned manner

Graphic & Web Designer | Green Campus Co-op   JUN 2020 – OCT 2020

- Spearheaded the re-branding of the non-profit, including the creation of a style guide and marketing assets
- Overhauled the website and online ordering setup by pivoting the business to Webflow's e-commerce tools

EDUCATION

Bachelor of Design (Specialized Honours), York University   SEP 2019 – APR 2023

SKILLS

Visual Design Skills: Branding and identity design, web design, information design, motion design
Product Design Skills: User interface/user experience (UI/UX), user research, user testing, user flows, user personas, wireframing, design systems, design thinking, systems thinking, front-end development
Software & Tools: Figma, Figjam, Miro, Mural, Zeroheight, Adobe Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, Airtable, Notion, Tableau, Microsoft Word, PowerPoint, Excel
Technical/Dev: HTML, CSS, Javascript, Webflow, Github

ACHIEVEMENTS

Mobile App Creative Jam Finalist, Adobe + Activision   JUN 2020

Continuing Entrance Scholarship, York University   SEP 2019

Retail Hall of Fame Scholarship, RCC STORE Conference   MAY 2019