

# Dan Lebl, RGD

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## Professional Experience

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### **Graphic Designer**

**Apr 2018 - Jan 2019**

Rogers Media Inc. (Today's Shopping Choice)

- Worked with Creative Director and photographers to develop concepts for sales events, iterate and then deliver final design collateral to various formats (web, TV, email). Working on multiple events simultaneously.
- Headed redesign of weekly Flash Sales, collaborating with web team and marketing team to conduct A/B testing, analyze performance and refine the format. Ran Flash Sales for 8 months

### **User Experience Designer**

**May 2016 - Apr 2018**

Radical VR

- Led research efforts, conducting interviews and using questionnaires to establish baseline for VR competency and define user personas. Designed interfaces for VR experiences (we don't call them games), creating storyboards to map out flow in a non-linear narrative setting. Collaborated with team to establish a strong aesthetic style via mood-boards.
- Developed branding, starting w/ competitor audit. Created visual presentations, website and promotional materials, successfully explaining AR/VR concepts to non-expert audience. Created environmental design for tradeshow/museums.

### **Lead UI/UX Designer**

**Oct 2008 - May 2016**

AeroCinema Inc.

- Designed UI for desktop, iPad, Roku, Apple TV and more. 7 platforms total. Wireframed and prototyped concepts in Marvel, built apps w/ partners and conducted usability testing. Managed back-end (video delivery, payments).
- Improved sales funnel and user flow, which reduced turnover by 35% and doubled # of users over 9 month campaign. Spearheaded marketing campaigns from research (personas, psychographics) to ad creation and A/B testing.
- Delivered a strong visual experience to AeroCinema users by creating unique posters for 260+ films (praised by users/partners) plus branding materials, DVD box-art, convention signage, magazine ads, media booklets, pitch decks.

### **Freelance Designer**

**Ongoing**

- Re-branding effort in 2015 for Highlander Brew Co. Packaging design to create unified visual style. Launched website and assisted their team with promotional efforts. Helped Highlander find its market in crowded craft-beer space. Now flourishing, opened second brewery.
- Branding work for The Nutty Baker (2019), an online bakery business in Oakville.

## Education & Certifications

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Registered Graphic Designer, RGD (2019)  
Certificate, Digital Media - OCAD University (2019)  
Art Fundamentals - Sheridan Institute of Technology (2006)  
Board of Directors, Don Rowing Club (2016 - Present)

## Skills

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**Design** Photoshop, InDesign, Illustrator, Marvel  
**Web** HTML/CSS, Wordpress, Joomla, bit of JS  
**Marketing** Mail Chimp, SharpSpring, Campaign Monitor  
**Other** Adobe Premiere, Vegas, Amazon AWS