



Product Design Lead @ Meta (Reality Labs)

Oculus VR Division

A bit about me.

- Hi, I'm Lyndon - an L.A based product designer, design leader and a seasoned pixel pusher. I try not to define myself when it comes to my career, I just attempt to hone any skill that helps me build better products, learn from talented people and work on transformative products that present the most compelling design challenges.

My skillset.

- Throughout my career, I have tried to develop a broad range of skills that I can draw on to solve many different design problems. From 3D and motion design, graphic, print and product design. I've spent many years focusing on the pixels, visual, interaction and motion design, but in my more recent roles I have put more of a focus on building and leading teams, cultivating talent and developing design visions that guide product strategy at the highest levels of an organization.

I typically try and find projects that sit at the edge of an industry wide transformation that's enabled either by a technological, business model or shift in consumer behavior - and that encompass multi-modal experiences across hardware and software. I've found that I thrive in ambiguous environments where solutions have few existing analogs and require thinking in new paradigms, then using design to help bring the resolution needed to align a cross functional team and move a product forward.

In my current role at Oculus (part of Meta Reality Labs) I've overseen design across our developer ecosystem, consumer app discovery and acquisition channels and mobile app teams. More recently I've been charged with leading out Verticals teams where I'm responsible for developing our on platform experience around Gaming, Media, Fitness as well as other emerging VR content categories such as Travel and Mixed Reality.

Recent Positions.

2019 - Current. Product Design Manager - Oculus (Facebook Reality Labs)

- Established a design presence in Los Angeles and scaled team from 5 to 25 product designers & Design leadership.
- Managed Product Design across multiple business units including the Oculus App Store, Commerce, Media Platform, Mobile App & Developer Tools teams.
- Guided the team through many complex multi-year projects and actively contributed to the strategic direction of the Oculus VR platform.

2018. Director, UX & Design Electronic Arts

- Played an integral role in the definition of EA's next generation of gaming platforms. Taking a suite of disparate products and reimagining them as a unified experience across web, mobile, PC and console.
- Established the creative direction and drove the creation of a multi-platform design system to support the unification effort, then delivered UI frameworks and tools capable of improving the efficiency and speed across a team of 30+ designers.

Recent Positions.

2016-2018. Sr Manager, Experience Designer Electronic Arts

- Oversaw design across EA's largest web properties such as EASports.com, FIFA, UFC & Star Wars franchises. Supported countless marketing campaigns for AAA game titles, landing pages, immersive web experiences and custom game to web applications.
- Lead design of the company's first competitive gaming platform. Developed multiple applications and web features for users to follow live e-sports events remotely, including live leaderboards, brackets, interactive broadcast features as well as asset pipelines for publishing content from events to online channels in real-time.
- Instituted a rigorous research and testing process, ensuring both internal and external feedback lead to the delivery of better products.

2014-2015. UX Course Instructor, Industry Advisor RED Academy

- Developed full and part-time UX course curriculums, created lesson plans and assessment criteria.
- Instructed 3 cohorts of the Part-Time UX course, mentoring students in everything from typography & color theory to interaction design and user testing methods.
- Served as an industry advisor, giving recommendations on processes and methodologies being used today so that the course can stay relevant and evolve with the industry.

2011-2014. Sr Interactive Designer, Invoke Media

My role at Invoke was to deliver designs and concepts that translate our clients business objectives into an engaging web, mobile or SAAS experience. I was responsible for everything from initial concept creation, user experience design, interface design and occasionally the front-end development of many small and large scale projects. While working there, I delivered award-winning work for clients such as NBC Universal, AOL, 7-Eleven and Moto Guzzi among many others.

Education.

2004-2008 Bachelor of Design(Multimedia) Hons.

Institution: Swinburne University of Technology Prahran Campus(National Institute of Design)
City/Country: VIC, Australia

Awards & Recognition.

- 2017 Webby Award Nominee: Star Wars Battlefront 2 Website.
- 2013 Webby Award, theFWA & Awwwards.com Nominee: AOL's Homepage For Heroes Campaign.
- 2015 EA Game Jam Winner: Player Connect, Social Gaming App.
- 2012 Social TV Summit's Best social TV + Facebook integration: NBC's The Voice 5th Coach Game.
- 2008 Design Institute of Australia Award for Multimedia Design.

