



DESIGN LEADERSHIP — MALTA

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Head of Design in iGaming affiliate and lotto. I lead design where decisions are high-intent and users need **clarity before they act**.

24+

designers led

13

markets on one design system

4.8 → 7.5

team engagement score

EXPERIENCE

2023 – Present

Head of Design · Legend

Acquired by Genius Sports

- Restructured the team: 3 hires, clear disciplines, designers aligned to 3 product streams.
- Leading the site redesign alongside the platform migration, on one design system across 13 markets.
- Redesigned and migrated the free-to-play poker product.

2020 – 2023

Senior UX Designer, then Head of Design · KaFe Rocks Group

Acquired by GIG (Gaming Innovation Group)

- Promoted to Head of Design within 9 months; grew the team to 10 across product, graphic and illustration.
- Built the group's first multi-brand design system: 3 verticals, 16 markets.
- Built Time2Play from scratch, steering an external agency to the founders' vision.

2017 – 2020

Head of Design · Nordic Gaming Group / Viking Gaming Group

- Employee #5; built 365Lotto, 121Lotto and 365Balkan from zero.
- Took the Viking Gaming white-label platform from 0 to 1, launching partner products in as little as 25 days.

SKILLS & TOOLS

SKILLS

Design leadership · Design systems · Design ops · Research & experimentation · Art direction

TOOLS

Figma · Adobe CC · Microsoft Clarity · UserTesting · Hotjar · Tableau

ALSO

Mentor on ADPList