



## PROFESSIONAL PROFILE

Currently Product Designer at PlayUp in Zetland, NSW. 8+ years in product design for successful sports betting and casino projects, dedicated to customer satisfaction and excellence. Proven track record, notably overhauling Australian Sports betting to its best quarter.

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## EMPLOYMENT HISTORY

### + PRODUCT DESIGNER | 2021 - Current

**PlayUp & Draftstars - Sportsbetting, Daily Sports Fantasy, Online Casino & iGaming.** Create concepts and manage the PlayUp and its brands. Experience in applications, found on the Appstore, Playstore and Web based platforms.

#### PLATFORMS:

[www.playup.com.au/betting](http://www.playup.com.au/betting)

[www.draftstars.com.au](http://www.draftstars.com.au)

[www.theroar.com.au](http://www.theroar.com.au)

[www.theroarracing.com.au](http://www.theroarracing.com.au)

[www.bettaverse.com](http://www.bettaverse.com)

[www.betfree.com](http://www.betfree.com) (VPN required)

#### RESPONSIBILITIES:

- Develop user-centric design strategies to enhance the sports betting app's usability and overall user experience and to online web standards.
- Ensure the product aligns with the company's branding guidelines and creates a consistent visual identity.
- Lead and manage a team of two designers, providing guidance, mentorship, and fostering a collaborative work environment.
- End-to-end ownership of the entire design process, from concept to implementation, to deliver a seamless and engaging sports betting app.
- Continuously improve the UI/UX, implementing design enhancements and new features to elevate the app's visual appeal.
- Transform conceptual ideas into user flows, wireframes, and prototypes to effectively communicate design concepts to stakeholders.

#### MAIN ACHIEVEMENTS:

- Designed an industry-leading sports betting and casino app poised to dominate a new market.
- Implemented an interface combining two of our brands currently live on the App/Play store. Interface was highly successful generating \$1.1m in 4months through cross brand revenue.
- Designed a website end-to-end that on launch secured a \$250k advertising deal, currently generating monthly revenue for the business.
- Successfully contributed to a premium European casino platform, featuring a luxurious user interface and seamless navigation, which attracted high-value players with an increased the average player spend by +15%.



## **EMPLOYMENT HISTORY (Cont.)**

**+ SENIOR DESIGNER | 2013 - 2021**

**All Pumps, SPEL, Hydrostor & Aline - Construction Industry & Environmental protection.** Leading the design while developing a collaborative, effective work stream through creation of our style guides and overall organisations.

**WEBSITES:**

[www.allpumps.com.au](http://www.allpumps.com.au)

[www.spel.com.au](http://www.spel.com.au)

[www.hydrostor.com.au](http://www.hydrostor.com.au)

[www.alinepumps.com.au](http://www.alinepumps.com.au)

**RESPONSIBILITIES:**

- Lead the development and maintenance of multiple company brands, ensuring a consistent and professional image.
- Interviewed tradesmen to gather feedback on specific needs, workflows, and challenges for creating a user-centered solution.
- Manage a team of four outsourced designers, providing guidance and supervision for successful project execution.
- Designed projects across digital and print media, adapting to different specifications.
- Communicated design concepts and progress to stakeholders, ensuring alignment with project goals and business objectives.
- Visited the site for induction, capturing detailed photographs to ensure accurate representation of the environment for enhancing the quality and impact of marketing materials.
- Maintained strong relationships with colleagues, fostering a collaborative and supportive work environment.

**MAIN ACHIEVEMENTS:**

- Designed a comprehensive application for on-site surveying, enabling service personnel to efficiently log, document, and manage services, resulting in streamlined business operations.
- Developed impactful marketing materials, including advertisements, digital content, and extensive catalogues, successfully promoting environmental sustainability and raising awareness, resulting in an increase in public engagement.



## EMPLOYMENT HISTORY (Cont.)

### + DESIGNER | 2012 - 2013

**Effective Design & Fulfillment - Advertising** Designing for multiple projects while carrying out concept development and wire-frames for multiple brands.

#### RESPONSIBILITIES:

- Creating UI concepts, print & digital material.
- Collaborating closely with the Creative Director.
- Designing and communicating with renowned brands like Nokia, Yamaha, Crown Forklifts & Pfizer.

#### MAIN ACHIEVEMENTS:

- Crafted magazine advertisements that reached a subscriber base of over 50,000 individuals across Australia, generating a high conversion rate for our client.

### + GRAPHIC DESIGNER | 2010 - 2012

**Makita Australia - Power Tools** Graphic designer assisting the marketing department designing marketing material such as; catalogs/brochures, signage and web content.

#### WEBSITES:

[www.makita.com.au](http://www.makita.com.au)

#### RESPONSIBILITIES:

- Working closely in a marketing team of 8.
- Creating digital, print designs and point of sale material.
- Weekly reporting.

#### MAIN ACHIEVEMENTS:

- Created an extensive power tool catalog, distributed nationwide in Australia, which significantly boosted brand recognition, customer education and company revenue.

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## EDUCATION & CERTIFICATIONS

### +Graduated 2009

#### Diploma – Graphic Design

NSW TAFE at the Nepean Arts & Design Centre.

### +Graduated 2007

#### Design Foundation Studies

Extra curriculum course during year 12

### +Graduated 2007

#### Loyola Senior High School

NSW High School Certificate.

### +Graduated 2006

#### Certificate II in Multimedia

Extra curriculum course during year 11

## DESIGN TOOLS & SKILLS

- Figma
- Adobe XD
- Illustrator
- InDesign
- Sketch
- Photoshop
- Branding
- User Interface
- User Experience
- User-Based Approach
- User-Research
- Usability A/B Testing
- Wireframing
- Conceptualizing
- Problem Solving
- Collaboration