

## Professional Experience

Aug 2023 - Present

### Product Designer

Bally's Interactive | London

- Orchestrated the redesign of Bally Casino experience, launching in 3+ US states performing at 96% above estimated Net Gaming Revenue in first two months.
- Contributed to the introduction of 'Universal Onboarding' consolidating multiple sign-up flows across products into one with a refreshed UI. Resulted in 36% reduction in sign-up drop offs.
- Managed a tokenised design system for 13+ internal casino brands, including: Jackpot Joy, Virgin Games/Casino and Monopoly Casino. These brands were responsible for \$400M in revenue in 2023 alone.
- Contributed to the consolidation of sportsbook and casino products into a 'Combined App', improving user experience and increasing cross-product engagement, consequently there was a 23% uptake on sports wagers across the combined app brands.
- Collaborated closely with user researchers to improve our in-game experiences resulting in 8% increase in average play time and a 64% increase in customer satisfaction with the new interface.

Oct 2022 - Aug 2023

### Junior UX/UI Designer

Bally's Interactive | Manchester

- Co-led the full product design process for a social, sports focused live-streaming platform, collaborating with 3 cross-functional teams to align with stakeholder requirements and deliver a unique social streaming experience. Peaking at 10,000 concurrent users and increasing sign-ups for paid Bally's products by 15%.
- Completed the UX design for Bally's inaugural sports betting product, delivering 100+ user flows and subsequently launching in 5+ states.
- Managed a tokenised design system for 13+ internal casino brands, including: Jackpot Joy, Virgin Games/Casino and Monopoly Casino. These brands were responsible for \$400M in revenue in 2023 alone.
- Contributed to the consolidation of sportsbook and casino products into a 'Combined App', improving user experience and increasing cross-product engagement, consequently there was a 23% uptake on wagers across the combined app brands.

Aug 2021 - Oct 2022

### Junior UX/UI Designer

Degree 53 | Manchester

- Collaborated on the redesign of Scientific Games' entire casino experience and lottery system, contributing to a \$5.4 billion valuation.
- Rapidly developed professional skills in a fast-paced agency environment, working with major corporations including OLG, Scientific Games, and Swiss Lottery.
- Honed stakeholder management skills in high-pressure situations, consistently delivering results for demanding clients.

## Skills

User Experience Design, User Interface Design, Interaction Design, Design Systems, Design Thinking, Wireframing, Prototyping, Agile Methodology, Accessibility, Copywriting - **Tools:** Figma, Framer, Adobe Illustrator - **Code:** HTML, CSS, JavaScript, ReactJS, Framer Motion

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## Education

BA Hons Degree - User Experience Design - Sheffield Hallam University

**1st Class Honours**