

Tommy Smith

Product Designer

LONDON, UNITED KINGDOM

About Me

Hey, I'm Tommy! I spend my time designing delightful interfaces, and crafting holistic digital experiences. I have 3+ years of experience in product design working across a variety of projects!

Education

2021 | B.A.

1st - Graphic Design (User Experience Design)

Sheffield Hallam University

Skills

Product Design, Iconography, Mobile App Design, Web Design, UX, UI, Interaction Design, User Research, Hi-Fi Prototyping, Design Systems

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Professional Experience

AUG 2023 – PRESENT • LONDON

Product Designer

Bally's Interactive

- Orchestrated the implementation of revamped Bally Casino user experiences, optimising for multiple Web breakpoints as well as iOS and Android, enhancing customer interactions; collaborated with diverse product teams to achieve seamless MVP introduction.
- Helped to manage a tokenised design systems for 13+ internal casino brands, working with a dedicated development team, ensuring parity.
- Pioneered new methods of working within our internal team, introducing much needed complexity to our component and library structures.
- Designed the entire rhode island interface which contributed to Bally's most successful North American launch to date, performed at 95% above expected net gaming revenue in the first 3 months.
- Managed over 300 game tile assets and contributed to the automated dynamic game tile asset creation, worked closely with developers to manage asset repositories to ensure seamless handoff.

OCT 2022 – AUG 2023 • MANCHESTER

Junior UX/UI Designer

Bally's Interactive

- Co-led the design process for Bally Live, a pivotal project, collaborating with 3 cross-functional teams to align with stakeholder requirements. Demonstrated exceptional leadership, leading to a successful delivery that earned recognition from the company's chairman, who extended a personal meeting invitation. The app soared to the 'Top 50 Sports' chart, showcasing its popularity and impact on the market.
- Contributed to the user experience design for Bally's inaugural sports betting product, delivering over 100 user flows to cross-functional development teams.
- Collaborated closely with engineering to ensure a seamless launch in Arizona, followed by successful expansions to 5+ states including major markets like New York and Illinois.

AUG 2021 – OCT 2022 • MANCHESTER

Junior UX/UI Designer

Degree53

- Collaborated with peers to redesign Scientific Games entire casino experience, as well as their lottery, which was later sold for \$5.4 billion.
- Rapidly developed my professional skills in a fast-paced agency environment.
- Quickly learned to effectively deal with stakeholders in high-pressure situations, working with major corporations like OLG, Scientific Games, Bally's Interactive and the Swiss Lottery.