

# DAVINA SPRIGGS

## UX/UI Designer

16+ years experience. A strong passion for research, user-testing and analytics.  
I enjoy creating thoughtful design experiences that make a genuine positive impact.

## SUMMARY

A strong creative background in UX/UI design. An excellent eye for detail with meticulous organisation skills. I am keen to use my creative skills to explore new career paths and opportunities within a meaningful mission.

## CONTACT

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## EDUCATION

- Productivity with AI - Google
- Design Thinking for Innovation - Coursera
- Mobile UX/UI Design - Interaction Design Foundation
- Creative Leadership - Udemy
- Product Design - Google
- Online Marketing Fundamentals - Google
- Mobile & App UX Design - Webcredible Academy
- Web & Ecommerce User Experience Design - The UX Institute
- BA (Hons) Art History - Open University
- Higher National Diploma in Graphic Design - Northbrook Art College

## SKILLS

Figma  
Adobe Suite  
Canva  
Analytics  
User Testing  
Wireframing  
Prototyping  
HTML & CSS

## EXPERIENCE

### UX Designer

Play'n Go, Remote

Oct 2024 - Present

I introduced user testing within the team to gather insights to improve the player journey. I helped to launch a brand new user interface within our games platform, where I continually test and analyse data to create the most optimal player experience. I'm exploring AI-powered content to find new ways to add value to our products.

### UX Designer

iGaming Group, Remote

July 2023 - Oct 2024

I conceptualised and designed several brand new gaming template designs for our B2B brands. I assisted the product team with the UX design decisions for a new back office.

### UX Product Designer

William Hill/Mr Green, Malta - Remote

Jan 2021 - July 2023

Within the data-led product team, I led the user testing on Mr Green and William Hill Spain, uncovering branding insights and identifying key UX issues. Using this data, I was able to optimise player journeys, including the sign up flow which increased new player registration conversion.

### UX/UI Designer

ComeOn!, Malta/Remote

June 2018 - Jan 2021

I worked across a large number of brands within ComeOn, helping the product team to gain user insights that would improve the design of the products. I spent some time working in the Stockholm office to collaborate with the wider design team.

### UX/UI Designer

Betsson, Malta

July 2017 - June 2018

I was part of a fast-paced conversion driven growth team. I worked closely alongside developers to create and implement designs for AB/multivariate tests, and analysing the results to uncover new insights to improve our brands.

### Product Designer

Worldreader - NGO, Barcelona

Aug 2016 - July 2017

I helped to design and improve the user experience of a specialist book reading app for children across India and Africa. I designed new features with measurable success criteria to analyse user data. I worked closely with partners in India, including travelling to work in New Delhi to meet and understand the unique needs of our customers first hand.

### UX Web Designer

Cantena Media, Malta

Mar 2015 - July 2016

I designed new UX features, apps and websites for our online affiliate marketing products. As the main advocate for best practice user-centered solutions, I took part in anticipating, planning and researching our user needs.

### Senior UX Designer

Lowcostholidays.com, Gatwick/Mallorca

June 2011 - Mar 2015

I researched and designed the most optimal holiday booking experiences for users. I created designs for AB/Multivariate testing, to advocate best user practices. I collaborated closely with teams at Easyjet and Lastminute.com to create partner websites and apps.