

DAVINA SPRIGGS

UX/UI Designer

Originally from the UK and now based in Malta. I'm an experienced UX/UI product designer with a passion for prototyping, user-testing and data driven design.

SUMMARY

UX and UI design is about more than creating visual content, it's about how a person interacts with the product. My strength lies in the ability to think from a user perspective - I like taking an idea and turning it into a product that users fall in love with.

CONTACT

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[Dribbble](#)

[LinkedIn](#)

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
User Testing
Wireframing
Prototyping
HTML & CSS

EXPERIENCE

UX Designer

Play'n Go, Remote

Oct 2024 - Present

Researching, designing, testing and analysing new features and ideas to improve the player journey within our games. Continually looking for ways to add value to our products. Exploring and using AI-powered content within UX.

UX Designer

iGaming Group, Remote

July 2023 - Oct 2024

Designing and conceptualising gaming template websites for B2B brands. Working closely with developers and other designers to communicate design solutions.

UX Product Designer

William Hill/Mr Green, Malta - Remote

Jan 2021 - July 2023

Working across the Mr Green and William Hill brands, looking for opportunities to improve and enhance the player journey, focusing on user engagement. Using Figma to deliver high quality, data-led product design and prototypes. Running various user tests and collating/analysing user feedback.

UX/UI Designer

ComeOn!, Malta/Remote

June 2018 - Jan 2021

Working in a large design team across multiple offices in Malta and Stockholm, focused on conceptualizing and designing new features to optimize the user-experience journeys.

UX/UI Designer

Betsson, Malta

July 2017 - June 2018

Part of a conversion driven growth team, taking user research and ideas to rethink and design solutions to optimize the customer journey. Working with developers to create design material for AB/multivariate tests.

Product Designer

Worldreader - NGO, Barcelona

Aug 2016 - July 2017

Building and improving the user experience of a specialist book reading app for children across India and Africa. Designing features with measurable success criteria and analysing user data. Working alongside partners in India, including travelling to work in New Delhi to understand the unique needs of our customers first hand.

UX Web Designer

Cantena Media, Malta

Mar 2015 - July 2016

Producing new UX features, apps and websites for online affiliate marketing products. Working in an agile environment, anticipating, planning and researching user needs. Advocating best practice user-centered solutions.

Senior UX Designer

Lowcostholidays.com, Gatwick/Mallorca

June 2011 - Mar 2015

Creating the best holiday booking experience via prototypes and hi-fidelity design. Working with teams at Easyjet and Lastminute.com to create collaborative design solutions. Driving the design of one of the first available UK holiday package booking apps.