DAVINA SPRIGGS

Digital & UX/UI Designer

Experienced digital professional with 16+ years experience in UX/UI design, websites, user research and analytics. A strong passion for research, user-testing and analytics.

SUMMARY

A strong creative background with an excellent eye for detail and meticulous organisation skills.

I am keen to use my skills to explore opportunities within a meaningful mission that make a genuine positive impact.

SKILLS

Web Optimisation
Website Management
Prototyping
HTML & CSS
Analytics
User Testing & Research
A/B Testing
CMS - Wordpress
Digital Content
Adobe Creative Suite
Figma
Canva
Animal Welfare Volunteering

EDUCATION

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

CONTACT

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Dribbble

LinkedIn

EXPERIENCE

UX Designer

Play'n Go, Remote — Oct 2024 - Present

I introduced and led user testing to uncover insights and usability issues. I analyse user data and test results to identify opportunities to improve digital experiences and inform product decisions. I explore AI-powered tools to improve productivity and efficiency.

Product Designer

iGaming Group, Remote — July 2023 - Oct 2024

I worked cosely with a large team across multiple offices to conceptualise, analyse and design several brand new website templates for B2B brands.

Product Designer

William Hill/Mr Green, Malta - Remote — Jan 2021 - July 2023

I led key UX initiatives and user testing on Mr Green and William Hill Spain, uncovering branding insights and identifying UX problems. I used data to optimise player journeys, including the customer sign up flow that increased 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 improved the design of the core features and 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 analysed the results to uncover new insights that would improve our brand offerings.

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 created new UX features, apps and websites for a collection of online affiliate marketing products. As the main advocate for best practice user-centered solutions, my role played a large part in anticipating, planning and researching the 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, and advocated best user practices. I collaborated closely with teams at Easyjet and Lastminute.com to help create partner branded websites and apps.