

Davina Spriggs - UX Product Designer

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An accomplished UX product designer with a passion for creating engaging user interfaces and pixel-perfect design.

QUALIFICATIONS / EDUCATION

Design Thinking for Innovation
Creative Leadership - Udemy
Product Design & 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
Sketch
Adobe
HTML & CSS



EXPERIENCE

Senior UX Designer // July 2023 - present

iGaming Group, Malta/Remote.

Designing and conceptualising gaming template sites for B2B brands. Working closely with developers and other designers to communicate design solutions. Undertaking the design of a brand new back-office product for the company.

UX Product Designer // Jan 2021 - July 2023

Mr Green/William Hill Group, Malta/Remote.

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

Freelance UX/UI Designer // Jan 2020 - Jan 2021

Malta/Remote.

Working with a range of UX contract projects within iGaming and forex industries to help optimise and innovate their customer journeys. Collaborating with stakeholders and developers to align on design strategy via design presentations.

UX/UI Designer // June 2018 - Jan 2020

ComeOn, Malta.

Conceptualizing and designing new layouts and features to improve the user-experience journey across all gaming brands. Designing and developing company design systems.

UX/UI Designer // July 2017 - June 2018

Betsson, Malta.

Working across a large range of igaming brands taking user research and ideas to rethink and design solutions to optimize the customer journey. Creating designs for AB tests.

Product Designer // August 2016 - July 2017

Worldreader, Barcelona, Spain.

Improving the user experience of specialist book reading apps 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 better understand the unique needs of our customers.

UX Web Designer // March 2015 - July 2016

Catena Media, Malta.

Producing new UX features, apps and websites for online iGaming products. Working in an agile environment, anticipating user's needs via user research and testing.

Senior UX Designer // June 2011 - March 2015

Lowcostholidays.com, Gatwick/Mallorca.

Creating the best holiday booking experience via concepts and prototypes through to the final product. Working with teams at Easyjet and Lastminute.com to create collaborative design solutions on our platform.



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