

DAVINA SPRIGGS

UX/UI Designer

An experienced UX/UI product designer with a passion for prototyping, user-testing and data driven design. Showing a keen interest in exploring the developing and exciting realm of AI-powered content.

SUMMARY

UX and UI design is not just about creating pretty visual content, it's about how it makes a person feel, and how they interact with the product. My strength lies in the ability to think from a user perspective. I love taking an idea and turning it into a product or feature that strives to solve specific user needs.

CONTACT

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www.davinaspriiggs.com

[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

iGaming Group, Malta/Remote

July 2023 - Present

Designing and conceptualising gaming template websites 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. Exploring the concept of using AI-powered design to create new features.

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 personalisation and user engagement. Using Figma to deliver high quality, data-led product design and prototypes. Running various user tests and collating/analysing user feedback. Presenting user-test outcomes and design solutions to stakeholders.

UX/UI Designer

ComeOn!, Malta/Remote

June 2018 - Jan 2021

Working within a large design team across multiple offices in Malta and Stockholm, focusing on optimising the user-experience journey across a range of casino brands. Conceptualizing and designing new layouts and features to improve the user-experience journey. Designing and developing the company design system in Sketch and Figma.

UX/UI Designer

Betsson, Malta

July 2017 - June 2018

Part of a dynamic and conversion driven growth team. Working across a large range of igaming brands 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, Barcelona

Aug 2016 - July 2017

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

Cantena Media, Malta

Mar 2015 - July 2016

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

Senior UX Designer

Lowcostholidays.com, Gatwick/Mallorca

June 2011 - Mar 2015

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. Driving the design of one of the first available UK holiday package booking apps.