

ROB LEWIS

# SENIOR PRODUCT DESIGNER

## PROFILE

Hello, I'm Rob and I am an industry-leading product designer with over 15 years' experience creating digital journeys for highly-respected brands like BetMGM, Sky, Opta, Ladbrokes Coral, and the Police Digital Service.

Expertly-trained in Figma, I produce high-class deliverables like complex prototypes, high-res UI screens and large-scale design systems. However, with a strong knowledge of the complete product lifecycle, I consider myself a full-stack designer, which makes me an invaluable resource for start-ups and small businesses seeking strong, versatile design leadership.

My strength lies in my unerring attention to detail, clear communication, and a proven track record of delivering top-standard work on time. I like to think my greatest strength of all is just being a nice, reliable person to work with.

Currently, I am head of product at Two-Up Agency but I am looking for a fresh challenge, ideally where my work directly contributes to a better society. Simultaneously, I am working on a personal death-tech project called '25'.

## SKILLS & TOOLS



## NOTABLE ACHIEVEMENTS & PROJECTS

- Received widespread acknowledgment across the industry for the Stats Perform (Opta) scoreboards, which have been **rolled out to over 25 major betting operators**.
- In the Asian market, reduced churn and **increased customer lifetime value by 230%** after redesigning the multi-currency, multi-lingual Emu Casino as the sole designer.
- Achieved a **160% increased conversion** rate after the launch of the redesigned Pame Stoixima, one of Greece's leading sportsbooks. Also trusted with the redesign of their Kino product, the country's most-popular and profitable online game.

Positive recognition for my responsibilities in the following projects:

- iGaming** BetMGM (american football tournament app), Star Sports (white-label sportsbook), Bongo's Bingo (online app version), Silk Pajamas (UFC betting app), Nairabet (Nigerian sportsbook), Orbital Bet (social sportsbook), Campeon Gaming (white-label casino), GAN (American FTP casino app), At The Races (betslip and Voxbet design), Super Lotto Club (lottery website), Fairplay (peer-to-peer betting app), Last Horse Standing (horse racing tournament app), Gamer Wager (peer-to-peer video game betting app), Proview (sport highlights app), Tangiers (online casino)
- Websites** Solverde, Pressbox PR, Casita Agency, Tekkorp (both Capital & Digital), National Enabling Programme, PDS Digital Summit, NPCC Operating Manual, William Hill News, Shared Play, Monikh, The Ahangama Villas

## EXPERIENCE

**Two-Up Agency | Head of Product** Aug 2017 – Present

- Responsible for the design delivery of a host of concurrent online gaming projects, including for globally-recognised brands
- Product ownership of a number of those projects
- Managing and mentoring a design team of mid-weight and junior designers to improve their technical understanding, design processes and quality of deliverables

**Police Digital Service | UX/UI Designer contract** Dec 2019 – Aug 2023

- Complete design and build responsibilities for the Police Digital Service (known then as National Enabling Program), Digital Police Summit and NPCC Operating Manual websites, including branding and creation of supporting marketing/social media material

**Design Code Play | Creative Director / UX/UI Designer** Apr 2011 – Present

- Creative design agency I've run in the background for many years with my friend, targeting outsource requests for fresh challenges and extra pocket money

**Grand Parade | UX/UI Designer contract** Jul 2016 – Dec 2016

- Contracting at Grand Parade, the leading online gaming agency at the time, working alongside the most creative UX/UI designers in the industry

**Lean Forward | Head of UX/UI** Sep 2015 – Jun 2016

- Played a key leadership role for the sportsbook and casino start up, Win Cash Live, managing a team of three. Redesigned and launched new sportsbook website and iOS app

**Metropolitan Police | UX Designer contract** Apr 2014 – May 2015

- UX/UI Designer for the Total Technology Programme, the largest ever technology project in the Met Police, working on the search and analytics application 'MetSearch' to be rolled out to all police officers and staff
- Designed and documented the UX processes, design principles, brand guidelines for the programme, presenting these at the Town Hall in front of 400 senior Police staff

**Bonza Gaming | Lead Designer contract** Jan 2014 – Apr 2014

**Gala Coral | Creative Designer > Creative Design Manager** Mar 2009 – Oct 2012

**Ladbrokes | CRM Web Designer / Developer** Mar 2008 – Mar 2009

**BP | Assistant Web Designer** Mar 2006 – Mar 2008

## OTHER INTERESTS

An avid cricket fan who enjoys watching test-matches abroad. To keep fit I enjoy running, HIIT workouts and whacking a golf ball about. In my spare time I am a keen DJ and photographer.

## EDUCATION

A Levels	Business Studies B, Maths B, ICT C
GCSEs	Maths A*, Science A/A, English B