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Head of design at MrQ

2021 - Today

Last year I stepped up to heading a Casino and Bingo product. I lead a team of 2 extremely talented Product Designers and assume the Creative Director role directing another small team of 3 communication designers. Since I joined, we added a new vertical, did a complete Rebrand and Reskin of the product, launched an app, and are in the process of completing Redesign of the product.

Product design lead at Casumo

2020 - 2021

I then assumed the role of leading a small team of 6 product designers. I partnered up with engineers and product managers to deliver projects on time and oversee the product's functional and visual direction.

Product designer at Casumo

2015 - 2020

I spent the first few years focusing on our casino product, spending quite some time developing Challenges (a gamification mechanic) and growth hacking. I then was the principal designer for 2 products related to sports betting.

Senior UX designer at Cherry AB

2013 - 2014

Cherry AB owned multiple brands, but I was focusing mostly on Cherry Casino, an online casino. My role here was more UX-oriented and was working very close to the design team, product and marketing.

Lead product designer at Mobilezapp

2012 - 2013

This was an agency exclusively building digital products. I was heading a small design team, building experiences for healthcare, real estate, logistics and hotels.

Student at Florence Design Academy

2008 - 2011

A masters in industrial design focusing also on interior and graphic design.