JAMIE LEITCH

LEAD PRODUCT DESIGNER & UI/UX IGAMING SPECIALIST

✉ jamesleitch84@gmail.com   📞 +27 (0)81 325 3428

PORTFOLIO

www.cre8tivespotlight.com

SOCIAL

in linkedin.com/in/jamesleitchsa

SKILLS

Design Tools:
Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, XD)

Prototyping:
InVision, Axure

Web Technologies:
HTML, CSS, JavaScript, PHP

Project Management:
Agile methodologies, Jira, Trello

User Research:
Surveys, A/B Testing, User Interviews

UX/UI Design:
Wireframing, Prototyping, User Flows, Interaction Design

Creative Direction:
Brand Strategy, Visual Design, Art Direction

EXPERIENCE SUMMARY

Creative and detail-oriented Product Designer with over 7 years of experience in UX/UI design, digital project management, and creative direction. Passionate about crafting user-centered designs that elevate user experience and drive business growth.

Proven track record of delivering high-impact projects that enhance user satisfaction and boost conversion rates. Eager to leverage my design expertise and project management skills to develop innovative and visually compelling products in the iGaming industry.

WORK HISTORY

2024 - Present
Product Designer (Remote - Freelance)
W6 Casino (EU)

Led the design and development of W6.com's website, targeting the Asian and Latin casino markets. The design strategy focused on creating a culturally resonant and user-friendly experience that catered to the unique preferences of these regions.

Designed all banners, affiliate marketing materials, and email marketing campaigns, ensuring brand consistency and maximizing engagement. These designs contributed to a significant increase in affiliate sign-ups, player conversions, and customer retention.

2023 - Present
Product Designer (Remote - Freelance)
Editec & GOAT Interactive (UK)

Collaborate with cross-functional teams to develop and implement user-centered design solutions, from concept through to final implementation.

Designed intuitive and visually appealing digital creatives for a variety of digital products across there Casino, Sportbook and Lottery brands

Designed and conceptualized, new product creatives for there Poker website launch

2023 - Present
Product Designer (Remote - Freelance)
Bernardo 1946 (US)

Lead the redesign of a major e-commerce platform's user interface, resulting in a 20% increase in customer satisfaction and a 15% boost in conversion rates.

Collaborate with cross-functional teams to develop and implement user-centered design solutions, from concept through to final implementation.

2022 - 2023
Lead Product Designer
Lynxbet Online Casino and Sportbook (EU)

Designed intuitive and visually appealing user interfaces for a variety of digital products, including mobile apps and websites.

Conducted user research and testing to inform design decisions, leading to a more user-friendly experience.

Collaborated closely with developers to ensure the accurate implementation of designs.

Created detailed design documentation, including style guides, for use by development teams.

PERSONAL INFORMATION

Name: Jamie Leitch

Date of Birth: 7th November 1984

Nationality: South African

Location: Remote

Time Zone: Available on US, UK & EU timezones

Languages: English (Native)

COMPANY TESTIMONIALS

"This guy is pure medicine, a true company healer, you want him in your team."
Lorena Torregrosa Auzmendi
Lynxbet - CEO

"Thank you for being part of our team, dream and vision. You have indeed been an integral team member and we loved having you with us on our exciting journey of growing the business together. You will be missed"
Ashley & Moshe Adir
Vegas Kings - Owners

"Your work has been outstanding and its been such a pleasure working with you, Thank you for all the effort and hardwork you have put into our website"
Louise Roe - Owner
sharland-england.com & louiseroe.com

WORK HISTORY CONTINUED

2016 - 2022

Lead Product Designer & UX/UI Igaming Specialist
Vegas Kings (ZA)

Collaborate with cross-functional teams to develop and implement user-centered design solutions, from concept through to final implementation.

Conduct user research, create wireframes, prototypes, and high-fidelity designs using tools like Figma, Sketch, and Adobe Creative Suite.

Manage end-to-end design projects, coordinating with stakeholders to ensure timely and successful delivery.

Utilize UX best practices to enhance the functionality and aesthetic appeal of digital products, resulting in a significant improvement in user engagement.

Designed intuitive and visually appealing user interfaces for a variety of digital products, including mobile apps and websites.

Conducted user research and testing to inform design decisions, leading to a more user-friendly experience.

Collaborated closely with developers to ensure the accurate implementation of designs.

Created detailed design documentation, including style guides, for use by development teams.

Spearheaded the implementation of a new design system, standardizing the user interface across multiple products and improving efficiency.

EDUCATION

Bachelor's Degree in Digital Design
Comprehensive Desktop Publishing & Design, New Media & Web Design, Video & Motion Graphics

ACCOMPLISHMENTS

- Graduated top of my class in 2006.

- Awarded Certificate for best Web Design and Photoshop specialist of the year, featured in top magazine, which was distributed nationally within South Africa.

- Shortlisted at the SBC Awards North America 2021 for the Best Marketing Design Campaign in Design and Development, showcasing excellence in promoting Tipico Casino and Sportsbook's entry into the USA market.

- Collaborated and consulted with many international companies, design firms and teams to produce large successful web and mobile app projects.