

# R E N É V I G A R

Head of UX & Design at ST Media  
July 2018 - Present

## INTRODUCTION

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My career path is a mix of both design and code. Currently working at Inovatiq as Head of Design and UX/UI, my role is to create new website designs based on best practices, improve existing websites, A/B Testing, CX improvements, come up with new ideas and features and most importantly, increase website conversions.

Thanks to my past programming experiences, on some occasions I code websites myself. One of the latest websites I designed and coded myself: <https://www.casinoutankonto.com>

I am passionate about User Experience Design, User Interface Design & Graphic Design and front-end development.

In my free time I spend my time working on personal projects such as developing mobile apps, websites and other cool projects.

## DESIGN & SOFTWARE SKILLS

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### PHOTOSHOP & ILLUSTRATOR

I use photoshop whenever I want to create a photo manipulation design. Apart from merging various imagery into one to create one design, I use various filters to make the design more realistic. Some of them being: curves, levels, color balance, photo filter etc. Ofently I use Nik collection plugin to fasten my design process when it comes to final touches on photoshop.

Illustrator I use whenever I want to create vector design objects such as logos, layers, print material, icons etc

### SKETCH

When it comes to LO-FI and HI-FI designs, this is my primary design tool. Although it looks like a simple tool, it has a lot of important functions such as symbols, variables and much more. The plugin I use most is Craft. I use shared styles for colors, gradients and fonts. Other plugins I use are User Flows and Zeplin.

### PRINCIPLE

I use principle to design interactions so the developers will have an idea what I am looking for. By using principle you can make user interactions more fun. Some common interactions I use are vertical and horizontal scrolling, changing the button style on hover etc.

### INVISION

Invision is a very simple prototyping tool which I use to share my designs with the rest of the team. Invision gived me the possibility in creating hotspots over my designs.

### OPTIMIZEZY

Optimizezy is the primary A/B testing tool I use. I like Optimizezy because I can segment traffic to target a particular source. One example visitors from Facebook. It's also easy to complete an existing test then turn it into another test, which is essential in designing the perfect landing page layout.

### GIT

When it comes to code, I use git to create various code branches. In the past when I used to work as a developer, we used to work on the same website at the same time meaning that we were modifying the same code at the same time. With GIT, every developer could branch out the existing code, do the necessary changes and then push the code. GIT will understand that someone else modified the code too, and then you can merge the code without making others code become deleted.

### HTML, CSS / SASS, Javascript, Ruby, PHP, Angular, React, Wordpress

During my career, I managed I got interested in code and kept it also as a side hobby. I started of by developing websites, landing pages and email templates.

Although being a UX / UI designer doesn't require code, I felt that they go hand in hand especially when you want to create 'working' prototypes. My past code experiences helped me in taking a UX / UI designs into code all by myself.

## FUN EXPERIENCES

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At Tipico landing pages weren't mobile friendly so I took the initiative to design and code their landing pages. The result was an increase in activity and revenue (Please check Miguel Augustin's Reference stating this).

At Betsafe I joined as a UX / UI Designer. My first task was to come up with a new newsletter design. Because I had coding background, I designed and coded the newsletter myself. Also I did the integration of the newsletter into Salesforce. Coding a newsletter is a bit tricky due to different email clients and operating systems. It worked out really well and we stopped outsourcing our newsletters while I took over.

Another fun task I had during my experience at Betsafe, was that of improving both pre-match and live sportsbook. I was allowed to do some UI improvements. After my they got approved, I created the CSS code myself which after got uploaded (more info at [www.renevigar.com](http://www.renevigar.com))

At Betsafe I was also chosen to lead and re-design the common areas for all the brands. This task involved research, testing, and design. Some of the common areas were the homepage, signup, login, account, promotions page and others.

I joined Rizk as a Graphic Designer / UX /UI and again, my first task was to re-design their current email templates and also coded them myself. After a few months, I shifted completely to UX / UI and had a great opportunity to work on a new sportsbook for Rizk.com. The sportsbook can be seen here: <https://rizk.com/en/sportsbook>

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Mobile: **+356 79958733**  
Skype: **rzammitrb**

## REFERENCES

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### JEFFREY GALEA

#### Design Manager - Betsson Group

I've worked with René for 16 months, where, as Design Manager, I had the pleasure of being his direct manager. He played an essential part in the design team for the Betsafe brand, one of Betsson Group's top brands.

René's role was that of UI designer, where he was responsible for the design work for all Betsafe UI which spanned from the site, product areas like Casino, Live Casino, Sportsbook, Horse Racing, etc., as well as newsletters, and landing pages, both on desktop and mobile.

Besides being a talented UI designer, René also possesses good front-end and back-end development skills. Although this was outside of his primary responsibilities of UI designer, he still continuously went out of his way and helped out with code whenever the need arose – this is a testament to his dedication.

René's ownership and initiative was always exemplary. When handling assignments, he made sure to involve all stakeholders and collect data and feedback, which he used to make informed design and usability decisions.

René would always seek to keep himself up-to-date with the latest design and usability trends and also strived to learn and improve continuously.

He was also a great team player, an excellent communicator and was able to complete tasks with no supervision.

René will undoubtedly be a valuable asset to any design team, and I look forward to working with him in the future.

### DANIEL CASSAR

#### Head of Marketing Operations - Betsson Group

I had the pleasure of working with René on a large project and he is a talented and skilled UI designer with an eye for detail and a pragmatic approach to finding solutions. His front-end development and graphic design background also comes in useful and he leverages them excellently in his UI work. Sad to see him move on to other opportunities, but I wish him the best of luck in his career. He will always be a great addition to any design team.

### MIGUEL AUGUSTIN

#### Head of Casino at Tipico

René is an fantastic graphic designer and frontend developer. During his time with Tipico Casino, he not only improved the look and feel of our CRM campaigns but implemented improvements to our web and email templates that were directly connected with improved campaign performance. He would be an asset to any organization within these two fields.

### ANDRE DROUGGE

#### Chief Web Architect at Redbet Gaming Ltd

Mr Zammit has qualities which I value very much - a constant need to learn more, the interest and initiative to do so on his own, both on and off work hours. He has shown dedication and commitment to his assignments, he receives feedback in a professional manner and has been well aligned with the direction of the company. This has led to a good professional connection between the marketing department and Mr Zammit.

The products of his work has been of good quality and has served it's purpose well on our various platforms.

### ANDY BROUGHTON BRAITHWAITE

#### CCO at Redbet Gaming Ltd

René is a fabulous all-rounder. He has a rare mix of designer, coder and UX sensibilities which really help when trying to scope, produce and deploy front-end projects. I'd be happy to give more details and heartily recommend him to anyone who needs a good project leader within those fields.

## CAREERS

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July 2018 - Present

#### Head of UX & Design at St Media

June 2017 - July 2018

#### UX/UI Designer at GIG (Rizk.com)

April 2016 - June 2017

#### UX/UI Designer at Betsafe (Betsson Group)

June 2015 - April 2016

#### Web Designer at Tipico

July 2012 - June 2015

#### Graphic Designer & Front-end Dev Evoke Gaming Group

January 2009 - June 2012

#### GFI Software