# Leonardo Betti

Product Designer | SW18 London UK | +44 07563 826914 | leonardobetti@gmail.com | leonardobetti.co.uk

## ABOUT

Product Designer lifelong learner with over 20 years of experience. Currently at FSB Tech, a B2B betting provider powering brands like QuinnBet, BetGoodWin, and SuperSportBet. I have developed UI and Design Systems for web and cloud-based products. My focus is on building software, websites, webapps, and brands that blend design, technology and AI.

## EXPERIENCE

**FSB Tech, London UK** | Product Designer | APR 21 - PRESENT

- Led the maintenance and development of the FSB Nest Design System, enhancing its usability and scalability to support sportsbook and casino products.
- Collaborated closely with cross-functional teams to implement a modular white-label framework, ensuring seamless integration for betting products.
- Prototyping and design processes by managing a system with over 500 components and providing region-specific templates for Africa, UK/Europe and North America.

**GlobalData, London UK** | Product Designer | JAN 21 - MAR 21

- Collaborated with design and development teams across London, the US, and India to create UI assets for marketing campaigns, including brand visuals and identities.
- Played a key role in the Verdict B2B revamp project, delivering updated visuals and branding aligned with modern design trends.

**New Statesman Media Group, London UK** | UX/UI Designer | APR 19 - MAR 21

- Designed and prototyped dashboards for new products, ensuring usability and aligning features with business objectives.
- Developed and implemented UI/UX strategies to improve external customer experiences, driving increased engagement and sales.
- Partnered with design and development teams to create visual assets for marketing initiatives, including media packs, pitch decks, and brand identities for clients ranging from small businesses to global organizations.

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## EDUCATION

- **Pontifícia Universidade Católica de Campinas, Brazil** - 2010
  BA in Communication (Journalism)

- **ETE Rosa Perrone Scavone, Brazil** - 2004
  Certificate in IT

## COURSES

- **Georgia Institute of Technology**
  Introduction to User Experience Design

- **Accenture Future Learn**
  Digital Skills: User Experience

- **TechNation Digital Business Academy**
  Manage a Digital Product
  Build a Strong Brand

- **LinkedIn Learning**
  UX DesignOps: Working with Developers

- **Product School**
  Product Discovery (PDC)™

## TOOLS

- Figma
- SketchApp
- Photoshop
- Illustrator
- Indesign
- Tokens Studio

## SKILLS

- Design Systems
- Prototypes
- User Interface
- UX Audit
- User Flow
- Presentations