

# Leonardo Betti

UX/UI Designer

SW18  
London UK

## Contact

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Portfolio: [www.leonardobetti.co.uk](http://www.leonardobetti.co.uk)

## Summary

I focused on designing user interfaces, including creating design systems for web and cloud-based products. With over 20 years in web agencies, design studios, and IT firms, with a deep understanding of user-centred design and strong collaborative skills. A flexible, dedicated, and driven professional with a proactive attitude, I also enjoy play chess and watch sci-fi movies. My main goal is to create innovative designs that shape the future.

## Experience

### UI/UX Designer at FSB Tech

Apr 2021 - Present

I maintained the FSB Nest Design System, a comprehensive B2B white-label product toolkit for building betting products. Comprising over 3.4k components and 500+ variables, it provided flexibility and streamlined prototyping for desktop, tablet, and mobile apps. Our system ensured consistency and scalability across sportsbook and casino products, powering platforms for QuinnBet, BetGoodWin, SuperSportBet, Fafabet, Bet600, Octobet, and Fitzdares.

### Designer at NS Media Group | GlobalData

Apr 2019 - Apr 2021

Working alongside the Design & Development team in London, US and India to help design visual assets for ongoing marketing online initiative. My key responsibilities include design a growing range of visual identities and brand designs for small to national/global organisations, take care of the Media Packs and also Pitch Decks, develop strategies regarding UI/UX design for the external customers to improve their experience and to increase sales.

### Designer at The Business Debate

Jun 2016 - Aug 2016

I created solutions to significantly improve the experience and overall reach of The Business Debate and Parlez-Media brand. My tasks included build creative presentations (Media Packs) for marketing campaigns in conjunction with the sales department and improve the usability on the websites. Also, create and keep consistency in the graphical layout of print materials, e-mails marketing campaigns, client proposals, social media posts, pitch decks and presentations.

## Tools

- Figma
- Sketch App
- Adobe XD
- Photoshop
- InDesign
- Illustrator
- After Effects
- Premiere Pro
- CorelDraw
- Acrobat
- VSCode / Cursor
- Tokens Studio

## Education

- 2010 – BA in Communication (Journalism)  
PUC-Campinas
- 2004 – Certificate in IT  
ETE Rosa Perrone Scavone

## Courses

- Introduction to User Experience Design  
Georgia Institute of Technology
- Digital Skills: User Experience  
Accenture Future Learn
- Manage a Digital Product
- Build a Strong Brand  
TechNation Digital Business Academy
- UX DesignOps: Working with Developers  
LinkedIn Learning

## Skills

- User Interface
- Design Systems
- Wireframes
- Prototypes
- User Flow
- Personas
- Presentations
- Video Editing
- Print Design
- Image Editing