

# Jonathan Bernard Pace

## Lead UX/UI Designer · Design Systems Architect

jonathanpace93@gmail.com · +356 9999 7165 · Malta — open to relocation (EU/UK), remote/hybrid  
Portfolio: thepace.me · LinkedIn: linkedin.com/in/jonathanbpace · Medium: @jonathanbernardpace

### SUMMARY

Lead UX/UI Designer specialising in scalable design systems and end-to-end product experience for regulated B2C/B2B platforms (iGaming, SaaS, fintech). I've built token-driven foundations that help teams ship faster across 100+ brands, cutting delivery timelines by 40–50%. I've led cross-functional alignment, accessibility-first execution, and measurable product optimisation at scale.

### CORE SKILLS

**Expert:** Design Systems Strategy & Governance · Product UX Strategy · Cross-functional Leadership · Stakeholder Alignment · Delivery at Scale.

**Advanced:** Accessibility (WCAG 2.2 / WAI-ARIA) · Operating Model & Design Ops · Team Coaching & Mentorship · Experimentation & Optimisation · Information Architecture.

**Industry expertise:** Regulated Platforms (B2C/B2B) · iGaming · Software as a Service (SaaS) · Fintech · E-commerce / Conversion Funnels.

### EXPERIENCE

#### Gentoo Media — Lead UX/UI Designer

08/2022 – Present

Malta, MT

*Set UX and design-system direction across 100+ regulated brands, aligning Product, Engineering, and QA to ship faster and raise quality through governance, accessibility, and scalable foundations.*

- Led design-system strategy for 100+ regulated brands, enabling same-day rebrands and cutting delivery timelines by 40–50% via token-based theming and governance.
- Set accessibility standards (WCAG 2.2 / WAI-ARIA) at component level, reducing rework.
- Established quality rituals (reviews, critique, benchmarks) and mentored 6 designers.
- Partnered with Engineering and QA to reduce implementation drift and streamline delivery.
- Accelerated documentation updates with AI-assisted workflows while preserving accuracy.

#### Gentoo Media — Senior UX/UI Designer

07/2021 – 08/2022

Malta, MT

*Built the token architecture and governance model that enabled scalable multi-brand theming across web and mobile.*

- Built semantic and brand token architecture for scalable theming across web and mobile.
- Validated the design system across five flagship brands before portfolio rollout.
- Defined adoption criteria and onboarding checks to protect system integrity.
- Implemented governance (versioning, changelogs, documentation) to reduce rework.
- Improved design-to-dev accuracy with engineering, contributing to a 60–70% error reduction.

#### Gentoo Media — Senior Product Designer

02/2020 – 07/2021

Malta, MT

*Owned acquisition and conversion journeys end-to-end, using research and experimentation to reduce drop-off and increase conversion.*

- Led research, usability testing, and analytics across acquisition and conversion journeys.
- Shipped changes that cut drop-off by 25–30% and lifted conversion by 10–20%.
- Ran an experimentation cadence with more than five concurrent tests on a two-week cycle.
- Aligned PMs and Engineering on success metrics, edge cases, and release plans.
- Raised accessibility and UX standards across high-impact flows ahead of regulatory needs.

#### Gaming Innovation Group — Product Designer

07/2019 – 02/2020

Malta, MT

*Shipped multi-brand product sites end-to-end, improving delivery speed and consistency across a fast-moving portfolio.*

- Shipped 8 sites to production in 6 months across multiple brands.

- Partnered with Product and Engineering to define requirements, edge cases, and release QA.
- Set early design ops (shared docs, critique cadence) to improve consistency and feedback.
- Created reusable UI patterns and templates to reduce rework and speed up delivery.
- Designed user-centred gaming interfaces to improve engagement and usability.

### **Nordic Gaming Group — UX/UI Designer**

04/2017 – 07/2019

Malta, MT

*Led end-to-end UX for regulated, multi-brand web products, improving conversion, consistency, and cross-team delivery speed.*

- Shipped 10+ multi-brand sites for regulated markets, end-to-end.
- Lifted first-deposit conversion by 5–10%; cut checkout drop-off by 15–20%.
- Built an 80+ component library, cutting handoff time by ~30%.
- Improved responsive UX and consistency across web and mobile.
- Aligned product, engineering, and marketing under regulatory constraints.

### **Nordic Gaming Group — Visual Designer (Web & Marketing)**

04/2016 – 04/2017

Malta, MT

*Delivered high-volume web and marketing assets for live products.*

- Produced web and marketing assets across multiple brands and campaigns for frequent releases.
- Optimised digital assets to improve page performance and reduce publishing turnaround.
- Adapted layouts across mobile, tablet, and desktop to maintain consistent quality.

### **DigiPops — Lead Web Graphic Designer**

08/2015 – 04/2016

Malta, MT

*Led visual production and standards, improving delivery speed and team efficiency.*

- Led web and social visual output across channels, setting templates and quality standards.
- Boosted delivery efficiency 80–90% by coordinating a 5-person team and weekly planning.
- Standardised handoff specs to reduce rework and speed up production.

### **Mayhem Design & Branding — Graphic Designer**

03/2015 – 08/2015

Malta, MT

- Delivered print and digital assets across multi-brand campaigns and launches.
- Improved accuracy and consistency by 60–70% through stronger specs and brand compliance.

### **NetEnt — Graphic Designer**

09/2014 – 02/2015

Malta, MT

- Increased brand compliance 30–40% by producing 50 press-ready visuals to spec.
- Supported marketing teams with campaign assets, event materials, and digital creatives.

## **EDUCATION**

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### **UX Design Institute — UX Design (Professional Diploma)**

12/2019 – 05/2020

Dublin, Ireland

End-to-end UX training: user research, information architecture, interaction design, prototyping, and usability testing across web and mobile.

### **MCAST — Institute for the Creative Arts — BA, Graphic Design & Interactive Media**

09/2012 – 06/2015

Mosta, Malta

First Class Honours · Dissertation project completed · GPA 97%.

## **CERTIFICATIONS**

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### **Introduction to Web Accessibility (WAI0.1x) — W3Cx (W3C)**

via edX

### **CSS Development — W3Schools**

## **LANGUAGES**

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English — Native · Maltese — Intermediate · Swedish — Beginner

*References available on request.*