

JONATHAN BERNARD PACE

Senior / Lead Product Designer (UX/UI & Design Systems)

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PROFESSIONAL SUMMARY

Senior / Lead Product Designer (UX/UI), specialising in design systems, accessibility, and multi-brand platforms within regulated environments. I build token-based theming and scalable component libraries, partner closely with Product and Engineering, and help teams align on standards, strategy, and delivery. Strong background in product strategy, user research, and experimentation, with a focus on simplifying complex flows, raising quality bars, and enabling teams to ship faster without compromising accessibility or usability.

WORK EXPERIENCE

Aug 2022 – Present

Lead UX/UI Designer

Gentoo Media - Malta - MT

- Led a multi-brand design system for 100+ brands, enabling <4-hour reskins via tokens + governance.
- Partnered with Product + Engineering on roadmap calls, aligning patterns and delivery across teams.
- Embedded accessibility (WCAG 2.2 / WAI-ARIA) in components, reducing QA churn.
- Mentored 3 designers and ran critique + docs rituals to improve consistency.
- Used Figma + LLMs to speed up specs, documentation, and UI-diff QA.
- Ran workshops and design reviews to align stakeholders and unblock complex flows.

Jul 2021 – Aug 2022

Senior UX/UI Designer — Design Systems

Gentoo Media - Malta - MT

- Introduced semantic + brand tokens, mapped to web/mobile for scalable theming.
- Set up governance (workflow, versioning, changelogs, docs) to cut ambiguity and rework.
- Ran brand pilots and migrations, reducing UI inconsistency across products.
- Partnered with Engineering to improve handoff and implementation accuracy for components.
- Supported adoption through reviews, documentation, and enablement sessions.
- Streamlined component libraries to ensure visual consistency across platforms.

Feb 2020 – Jul 2021

Senior Product Designer

Gentoo Media - Malta - MT

- Ran interviews, usability tests, and analytics to turn insights into specs, roadmaps, and prioritised backlogs.
- Shipped experiments that reduced friction and drop-offs across key journeys.
- Defined reusable patterns that later became design-system components.
- Partnered with PM, Engineering, and QA on criteria, edge cases, and releases.
- Improved accessibility and standards across flows and UI patterns.

Jul 2019 – Feb 2020

Product Designer

Gaming Innovation Group (GiG) - Malta - MT

- Shipped the first wave of 8 customer-facing sites, from concept to production in 6 months.
- Established early design ops foundations (design docs wiki, critique cadence) to improve consistency.
- Worked with Product and Engineering on requirements, edge cases, and release QA across multiple brands.
- Created reusable patterns and templates to speed delivery and reduce rework.

Apr 2017 – Jul 2019

UX/UI Designer

- Shipped 10+ multi-brand web properties across regulated markets.
- Led end-to-end redesigns, improving first-deposit conversion (~8%) and reducing checkout drop-off (~12%).
- Built an 80+ pattern component library, reducing mock-to-code handoff by ~30%.
- Worked across web and mobile breakpoints to improve responsiveness and visual consistency.

Apr 2016 – Apr 2017

Web Graphic Designer

Nordic Gaming Group - Malta - MT

- Produced web and marketing assets across multiple brands, supporting campaigns and live products.
- Optimised images and assets to improve load performance and publishing speed.
- Adapted layouts for responsive breakpoints to maintain visual consistency across devices.

Aug 2015 – Apr 2016

Lead Web Graphic Designer

DigiPops.TV - Malta - MT

- Led web and social visuals, setting templates and standards to keep output consistent across channels.
- Coordinated a small design pod, planning weekly work and reviews to meet tight deadlines.
- Standardised asset specs and handoff to reduce rework and speed up delivery.

Mar 2015 – Aug 2015

Graphic Designer

Mayhem Design & Branding - Malta - MT

- Delivered print and digital assets (menus, posters, booklets, social) for SMB clients.
- Ensured press-ready accuracy and consistency by following brand guidelines and production specs.

Sep 2014 – Feb 2015

Graphic Designer

NetEnt - Malta - MT

- Produced digital and print assets for game launches and marketing campaigns.
- Supported brand and marketing teams by preparing press-ready visuals and event materials.

EDUCATION

Dec 2019 - May 2020

Level 5 Diploma UX Design

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

Sep 2012Jun 2015

Bachelor Degree of Art & Design Graphic Design & Interactive Media

First-class honours degree covering visual communication, interaction design, and end-to-end project delivery across digital media, including a final dissertation project.

CORE SKILLS

User Research	Advanced	Product & UX Design	Expert
User Flows & Journey Mapping	Expert	Experimentation & Optimisation	Advanced
Design Systems & Governance	Expert	Team Leadership & Facilitation	Advanced
Delivery & Cross-functional Collaboration	Expert	Product Strategy & Planning	Advanced
Accessibility	Advanced	Prototyping	Advanced

CERTIFICATES

Nov 2025 – Nov 2025 **Introduction to Web Accessibility (WAI0.1x)**

W3Cx (W3C) via edX

Oct 2023 – Oct 2023 **CSS Development**

W3Schools

LANGUAGES

English	Native	Maltese	B1 - Intermediate
Swedish	A1 - Elementary		

LINKS

[LinkedIn](#)

[Portfolio / Personal Website](#)