

CONTACTS

+356 9999 7165

jonathanpace93@gmail.com

www.thepace.me

Malta | Open to relocation (EU/UK)
Remote/Hybrid

Maltese - EU

REFERENCES

References available on request

Contact details shared as needed.

SKILLS

Design Systems Strategy & Governance - (Expert) ·

Product UX Strategy - (Expert) ·

Cross-functional Leadership - (Expert) ·

Stakeholder Alignment - (Expert) ·

Delivery at Scale - (Expert) ·

Accessibility (WCAG / WAI-ARIA) - (Advanced) ·

Operating Model & Design Ops - (Advanced) ·

Team Coaching & Mentorship - (Advanced) ·

Experimentation & Optimisation - (Advanced) ·

Information Architecture - (Beginner)

INDUSTRY EXPERTISE

Regulated Platforms (B2C/B2B)



iGaming



Software as a service (SaaS)



Fintech



E-commerce / Conversion Funnels



LANGUAGES

ENGLISH Native

MALTESE Intermediate

SWEDISH Beginner

Jonathan Bernard Pace

LEAD UX/UI DESIGNER | DESIGN SYSTEMS ARCHITECT

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.

EXPERIENCE

Gentoo Media

Malta, MT

Lead UX/UI Designer

08/2022 - Present

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

- Led design system strategy for 100+ regulated brands, enabling same-day rebrands, cut 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

Malta, MT

Senior UX/UI Designer

07/2021 - 08/2022

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

Malta, MT

Senior Product Designer

02/2020 - 07/2021

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

Malta, MT

Product Designer

07/2019 - 02/2020

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, & 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-centered gaming interfaces to improve engagement and usability.

♥ FOCUS AREAS

● Cross-functional Leadership & Delivery

Aligning Product, Engineering, and QA to ship consistently with clear standards and ownership.

● AI-Assisted Design Workflows

Using AI to speed up documentation and reduce drift while keeping quality and traceability high.

● Regulated & High-Complexity Product Design

Designing compliant, scalable experiences in regulated markets without sacrificing speed or clarity.

● Product Strategy & Experimentation

Turning ambiguity into measurable outcomes through discovery, testing, and optimisation cycles.

● Accessibility & Inclusive Design

Building accessibility into systems and flows (WCAG/WAI-ARIA) to reduce risk and raise baseline quality.

● Design Systems & Scalable Foundations

Creating token-based systems, governance, and standards that enable multi-brand delivery at scale.

📄 FIND ME ONLINE

● Portfolio

www.thepace.me

● LinkedIn

[/jonathanbpace](#)

● Medium

[@jonathanbernardpace](#)

● WhatsApp

+356 9999 7165

👤 EXPERIENCE

Nordic Gaming Group

Malta, MT

UX/UI Designer

04/2017 - 07/2019

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

Malta, MT

Visual Designer (Web & Marketing)

04/2016 - 04/2017

Delivered high-volume web + marketing assets for live products.

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

DigiPops

Malta, MT

Lead Web Graphic Designer

08/2015 - 04/2016

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.
- Standardized handoff specs to reduce rework and speed up production.

Mayhem Design & Branding

Malta, MT

Graphic Designer

03/2015 - 08/2015

- 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

Malta, MT

Graphic Designer

09/2014 - 02/2015

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

🎓 CERTIFICATIONS

Introduction to Web Accessibility (WAI0.1x)

W3Cx (W3C) via edX

CSS Development

W3Schools

🎓 EDUCATION

UX Design Institute

Dublin, Ireland

UX Design (Professional Diploma)

12/2019 - 05/2020

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

MCAST - Institute for the Creative Arts

Mosta, Malta

Bachelor of Arts, Graphic Design & Interactive Media

09/2012 - 06/2015

- BA, Graphic Design & Interactive Media — First Class Honours
- Dissertation project completed
- GPA: 97%