

# Elina Sokol

UI/UX Designer & Design Lead | Digital Products, iGaming & Marketing

Kraków, Poland · Remote (Europe) · elina.karapetrova@gmail.com · Portfolio · LinkedIn

## Summary

UI/UX Designer with 5+ years in iGaming and 10+ years in digital marketing and online products. Specialized in casino and sportsbook experiences, leading projects from concept through launch. Experienced in visual ecosystems—acquisition campaigns, CRM communications, character systems, loyalty programs, and marketing assets. Combines business goals, user experience, and strong visual storytelling; uses AI-assisted design workflows in day-to-day delivery.

## Skills

**Core:** Product design, UI/UX, prototypes, user flows, design systems, component libraries, Material UI, art direction, brand identity

**Tools:** Figma · Adobe Photoshop · Adobe Illustrator · Adobe After Effects

**AI-assisted design:** AI image and video generation for visual exploration and concept development.

**iGaming & marketing:** Casino and sportsbook UI, gamification (Spin Wheel, Mystery Box, loyalty/rewards), CRM and email, acquisition campaigns, landing pages, event and exhibition creative

**Leadership:** Design team lead, creative direction, cross-functional delivery with Product, Marketing, CRM, Development, illustrators, and motion

## Experience

**Design Team Lead** May 2025 – present

Confidential iGaming operator · Full-time · Remote

- Led a 5-person Design team coordinating priorities, task allocation, and design quality.
- Direct visual development for casino brands: marketing campaigns, CRM assets, landing pages, promotions, and platform UI components.
- Established design processes, improved team efficiency, and kept consistency across web, mobile, email, and promotional channels.
- Partner with Product, Marketing, CRM, and Development on player-focused experiences aligned with retention and business metrics.

**UI/UX Designer** Jul 2021 – Apr 2025

Confidential iGaming operator · Full-time · Remote

- Designed and maintained UI for web and mobile casino platforms—responsive, user-friendly experiences across devices.
- Created game concepts and UX flows for engagement features: Spin Wheel, Mystery Box, loyalty mechanics, rewards, and promotional events.
- Delivered wireframes, prototypes, user flows, and high-fidelity designs; collaborated with developers through implementation.
- Built design systems and UI documentation; led Material UI migration; partnered with illustrators and motion on campaigns and iGaming event creative (stands, video, conference assets).

**UI/UX Designer** Sep 2019 – Feb 2020

Boundstart · Marketing agency

- Designed high-converting landing pages and promotional sites for lead-generation campaigns across industries.
- Created wireframes, visual concepts, and responsive layouts focused on engagement and conversion.
- Collaborated with marketers and developers to improve campaign performance and acquisition funnels.

**Advertiser Account Manager** Aug 2015 – Sep 2019

Native Ads, Inc.

- Managed ad campaigns, targeting, and traffic acquisition; analyzed performance and landing-page quality for compliance and UX—background in performance marketing and conversion funnels.

## Education · Professional Development · Languages

**Projector Institute** — Marketing Design (2025)

**Skvot** — Motion Design (2024)

**Beetroot Academy** — Web Design (2017)

**KROK University of Economics and Law** — Law (2011)

**Languages:** Ukrainian — native · Russian — native · Polish — B2 · English — intermediate