Javier Ortiz Almagro

Senior Product Designer

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PROFILE

Senior Product Designer with **5+ years in product design** and a background in graphic design and video games, specialised in **complex B2B platforms**: real-time rules engines, CMS, data tools and back-office products for iGaming. Progressed from Junior to **Lead Product Designer** at Gaming Innovation Group (GiG).

Experience spanning end-to-end product design, design systems, design leadership and AI-assisted prototyping, with Product and Engineering.

KEY IMPACT

3 promotions in 5 years
Junior to Lead Product Designer at Gaming Innovation Group (GiG).

5 products on one design system
Backoffice Design System in Figma with variables and themes.

Design team lead
Design direction, feedback and mentoring for product designers.

AI-assisted design adoption
Internal workshops on AI-assisted design, prototyping and vibe coding.

EXPERIENCE

Gaming Innovation Group (GiG)
Apr 2021 - Jul 2026

Mar 2026 - Jul 2026

Lead Product Designer
Led a team of product designers, owning design direction and quality. Built Casino Customizer, a Figma and Lovable configurator for Sales.

Oct 2024 - Mar 2026

Senior Product Designer
Owned the Backoffice Design System across 5 products, led the LogicX rules engine redesign and launched the company Knowledge Base.

Oct 2022 - Oct 2024

Product Designer
Maintained the back-office design library, improved Logic and Magic CMS, and delivered a CSS facelift of the GiG Insight data platform.

Apr 2021 - Oct 2022

Junior Product Designer
Built themeable design systems with Atomic Design, contributed to the Logic redesign and designed casino skins for operator brands.

Cash Converters España
Apr 2019 - Apr 2021

Jan 2021 - Apr 2021

UI/UX Designer
E-commerce and website interfaces, shopping flows and usability.

Apr 2019 - Dec 2020

Visual Designer
Digital and print campaigns, social media and video content.

CORE EXPERTISE

Product Design
End-to-end product design · UX/UI design · Interaction design · User flows · B2B and back-office products · User research

Design Systems
Design systems · Atomic Design · Figma components and variables · Design tokens and theming · Design-to-code alignment

Leadership & Collaboration
Design leadership · Mentoring · Design quality · Cross-functional collaboration · Workshops

AI & Prototyping
AI-assisted design · AI prototyping · Vibe coding · Coded and functional prototypes

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TOOLS

Figma · Figma Make · Lovable · Cursor · Claude · Codex · Jira · Adobe Creative Cloud · HTML/CSS

CERTIFICATIONS

AI for Organizational Leaders	Microsoft and LinkedIn
Building AI Products: Prototyping Essentials	LinkedIn Learning
Responsible AI Foundations	All Tech Is Human

RECOGNITION

GiGlet of the Year · GiG	2021
First Prize, Challenge for Cities	Helsinki

EDUCATION

Master's in Graphic Design & Prepress — 2017 - 2018
Escuela de Diseño Gauss Multimedia

Master's in Video Games Design & Development — 2014 - 2015
3DCube Animation Professional Institute

Bachelor's Degree in Audiovisual Communication — 2008 - 2012
Universidad de Málaga

LANGUAGES

Spanish	Native
English	Full professional proficiency

AVAILABILITY

EU citizen based in Marbella, Spain. Available immediately, remote or hybrid in the Málaga area. Open to Senior Product Designer, Lead Product Designer and Design Lead roles.