

Gaywin Walters

Senior Product Designer | UX Strategy | Design Systems | AI-Driven Product Design

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Senior Product Designer with 10+ years of product and UX experience across SaaS, FinTech, e-commerce and sportsbook products, backed by a strong foundation in digital design and front-end development. I lead complex products from discovery to delivery, combining customer insight, systems thinking and technical understanding to create measurable business outcomes.

EXPERIENCE

Product Designer

GameOn – Feb 2023 – Present

- Led end-to-end product design across sportsbook products, play-for-fun and operator platforms, from discovery through launch.
- Designed SportsBozza from concept to scale, supporting **200,000+ registered users** and approximately **120,000 weekly active users**.
- Optimised registration and onboarding through behavioural analytics and usability testing, **reducing user drop-off by 40%**.
- Designed GameOn’s operator platform and multi-product design system, unifying payments, KYC, CRM, reporting and administration workflows.

Product Designer

Wealth Migrate – May 2018 – Mar 2022

- Led UX and UI design across investor onboarding, dashboards and responsive web applications.
- Used Pendo behavioural insights, walkthroughs and in-app guidance to improve onboarding and feature adoption.
- Led end-to-end marketing design and execution across websites, campaigns, email communications, creative assets and SEO.
- Used Storybook to document, develop and maintain reusable React components, collaborating with developers to ensure consistent implementation across web and app experiences.

UX DESIGNER

Impact.com – May 2016 – Feb 2018

- Designed complex enterprise SaaS workflows for a global partnership management platform.
- Collaborated with Product and Engineering throughout discovery, research, prototyping and delivery.
- Conducted user research, analysed feedback and rapidly iterated on product concepts.

EARLIER CAREER

Designer / Front-end Developer

99Cent – 2012–2016

- Led website design across 12 brands, SEO, digital campaigns and front-end development across multiple media platforms.

Designer / Front-end Developer

News24 – 2007 – 2009

- Designed and developed digital experiences for News24.com.

PRODCT LEADERSHIP

- Zero-to-One Product Design
- Systems and Platform Thinking
- Research-Led Decision-Making
- Cross-Functional Leadership
- Business and Customer Outcomes

TOOLS & TECH

- Miro
- Figma
- Adobe
- MCP
- Codex
- Claude
- Clarity
- Useberry
- Google Analytics

EDUCATION

- National Diploma In Multimedia
CPUT · 2004
- User-Centred Design
FLOW UX · 2015