



Federico Lanzilotta

Product Designer | Web Designer | Gamification

+34 675 038 238

federicolanzilotta.com

info@federicolanzilotta.com

SUMMARY

Versatile and detail-oriented Product Designer from Italy, currently living in Valencia, Spain, with extensive experience in UX/UI design, branding, and digital strategy. Specialized in the iGaming industry, creating innovative and gamified digital products that engage users and drive business growth. Skilled in design systems, prototyping, and user-centered design, with a proven track record collaborating with startups and established companies.

PROFESSIONAL EXPERIENCE

Product Designer – Freelance

Mar 2025 – Present | Valencia, Spain - Worldwide

Provide end-to-end design services for startups and established companies across different industries. Specialize in creating user-centered interfaces, product branding, and gamified experiences. Collaborate remotely with international teams, delivering high-quality digital products tailored to business goals.

Designer & Co-Founder – Zero Dash Studio

Mar 2025 – Present | Il Gżira, Malta - Remote

Development studio specialized in iGaming titles: slots, crash games, PVP Battles, and innovative mechanics. Responsible for product vision, UX/UI design, and creative direction.

Product Designer – Ancient Gaming / CSGORoll / HypeDrop

July 2023 – Mar 2025 | Malta & Cyprus - Remote

Designed immersive, user-friendly experiences for CS2 trading, crash games, and interactive features. Balanced usability with high visual appeal to increase retention and satisfaction.

Head of Design & Product Designer – BetStarters

Aug 2018 – Jul 2023 | Il Gżira, Malta - Remote

Oversaw all visual and UX/UI design for B2B iGaming platforms. Built and maintained design systems, ensuring a modern and intuitive experience.

Graphic Designer – PlaylogiQ

Jan 2017 – May 2018 | Barcelona, Spain

Graphic Designer – Snob Technologies S.L / NIATRAN Invest SL

Sep 2016 – Jan 2017 | Barcelona, Spain

EDUCATION

Università di Perugia – Advertising

Jan 2008 - May 2013 | Perugia, Italy

LANGUAGES

-  Italian (Native)
-  English (Professional Working)
-  Spanish (Professional Working)

SPECIALTIES

- Gamification
- Design Systems
- Prototyping
- Digital Product Strategy

