

Tomek Osiński

Product Design Leader · Senior UX Manager

📍 London & Gdansk (available for remote) 📞 +44 7800 721202 ✉ hello@tomekosinski.com 🌐 tomekosinski.com in linkedin.com/in/tomekosinski

Profile

Product design leader with 15+ years' experience creating and scaling complex, data-rich digital products. Currently leading a multidisciplinary Sports UX team of approximately 15 designers, including three design leads, across the UK, Europe and India. Combines hands-on product expertise with design strategy, team development and cross-functional leadership, delivering measurable customer and commercial outcomes in complex, high-volume and regulated environments.

Experience

Senior UX Manager, Sports
Entain · London / remote

JAN 2021 – PRESENT

- Lead an international, multidisciplinary Sports UX team of approximately 15 designers, including three design leads, across the UK, Europe and India.
- Own design across sportsbook discovery, transactional, post-bet and retail experiences for global brands and platforms serving **6M+ active customers**.
- Partner with senior Product and Engineering stakeholders to set direction, resolve trade-offs and deliver customer and commercial outcomes in a regulated environment.
- Led data-informed improvements to core betting journeys, contributing to a **15% increase in bet conversion**.
- Strengthen quality and delivery through design-system governance, embedded research practices and AI-supported design workflows, while remaining hands-on in critical product areas.

Lead UX Designer
GVC Group · London

OCT 2018 – JAN 2021

- Led UX initiatives and a team of designers delivering high-volume digital products used by millions of weekly customers.
- Established UX standards and scalable frameworks that **reduced design debt by 40%** and accelerated delivery across multiple brands.
- Used research and behavioural analysis to inform product decisions and shape core sportsbook experiences.

Senior UX Designer
GVC Group · London

NOV 2017 – OCT 2018

- Designed cross-platform experiences, using usability testing and feedback loops to improve usability and engagement.

Digital Designer
Sportingbet · London

DEC 2012 – NOV 2017

- Designed landing pages, newsletters and digital marketing materials supporting sportsbook and gaming campaigns across web and mobile.

Digital Designer
GIMO · London

DEC 2011 – DEC 2012

Core Strengths

LEADERSHIP & STRATEGY

Team leadership & mentoring

Design strategy

Stakeholder management

Cross-functional leadership

PRODUCT CRAFT & OPERATIONS

End-to-end product design

Design systems

Research

Data-informed decisions

AI-supported workflows

Education

MA, Interactive Media
University of the Arts London
2010 – 2011

BA, Broadcasting
University of Falmouth
2007 – 2010

Tools

Figma

FigJam

Design tokens

Prototyping

Analytics

Jira

Miro

Languages

English

Polish

Fluent

Native