

Tomek Osinski

→ Product Design Manager / Lead UX Designer / Senior UX Designer



Profile

UX leader with expertise in scaling teams, solving complex design challenges, and delivering innovative solutions. Passionate about mentoring designers, championing user-centered design, and crafting user experiences that make an impact.

Employment History

Head of UX (Sports) at Entain, London January 2021 - Present

- Lead a team of 20 designers across Sports Digital, Retail, and Trading Tools subdomains, driving a cohesive UX vision for a global sports betting platform with 6M+ active users.
- Defined and executed UX strategy aligned with commercial goals, streamlining journeys and optimising core flows to achieve a 15% increase in bet conversion and notable CSAT/NPS gains.
- Scaled design operations and governance across brands and markets, improving delivery efficiency by 30% and ensuring consistent, high-quality user experiences.

Lead UX Designer at GVC Group, London October 2018 - January 2021

- Led UX initiatives and a team of designers to deliver intuitive, high-impact digital products used by millions of weekly customers.
- Drove user research and behavioural analysis to inform data-driven design decisions and shape core sportsbook experiences.
- Established UX standards and scalable frameworks, reducing design debt by 40% and accelerating delivery across multiple brands.

Senior UX Designer at GVC Group, London November 2017 - October 2018

- Designed intuitive digital experiences across multiple platforms, improving usability and user engagement.
- Conducted usability testing and feedback loops to refine designs and drive continuous UX improvements.

UX/UI Designer at Sportingbet, London December 2012 - November 2017

Senior UX Designer at GIMO,, London December 2011 - December 2012

Education

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

BA in Broadcasting, University of Falmouth September 2007 – June 2010

Details

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 Personal website
 LinkedIn

Skills

Product Design
UX/UI Design
Design Strategy
User Research & Testing
Interaction Design
Accessibility & Inclusive Design
Design Systems & Governance
Problem Solving
Innovation
Team Leadership & Mentoring
Cross-functional Collaboration
Stakeholder Management

Hobbies

Technology, Design, Travelling,
Cycling, Cooking, Basketball,
Music