

Peter Dearsley

Head of Creative

dearpete.co.uk



07572 427349 hello@dearpete.co.uk UK, Kent  peter-dearsley

WORK EXPERIENCE

FSB Tech | Design Manager | 2019-Present

At FSB, I lead a talented team of product and marketing designers to create user-centric solutions across web, mobile, and retail platforms in the sportsbook and gaming industry. I've developed scalable design systems and collaborated with cross-functional teams to align design strategies with business objectives.

Achievements

- Built a comprehensive design system.
- EGR Multi-Channel Supplier 2022.
- SBC Industry Innovation 2020.

188BET | Design Manager | 2018-19

At 188BET, I managed external agencies and oversaw the evolution of the brand and digital presence through multi-channel sponsorship campaigns. I worked closely with product owners and developers to implement user-focused designs, improving the usability of key areas.

Achievements

- Cost reductions by minimising external agencies.
- Re-design of horse racing product.
- Managed daily press ad campaigns (Racing Post).

Design Lounge | Head of Design | 2010-18

At Design Lounge, I was key in establishing a digital service offering for its clients, broadening the agency's capabilities and value. As a subcontractor, I collaborated closely with National Express and c2c Rail, integrating with their marketing teams to manage CRM and execute marketing campaigns across online and offline channels.

Achievements

- Setup up the digital service department.
- Launched several campaigns for National Rail.
- Rebranding of c2c Rail identity.

St Minver | Lead Designer | 2004-10

Communique 360 | Web Designer | 2002-04

Red Hot Chilli | Web Designer | 200-02

Demon Records | Junior Designer | 1998- 20

ABOUT

Experienced design manager with a strong background in leading and managing cross-functional teams to deliver innovative solutions within the sports betting sector.

Passionate about creating exceptional user experiences through collaboration, creativity, and empathy.

SKILLSETS

- Design strategy & roadmap planning.
- Team management and leadership.
- Project management

- Responsive Web, Native & Retail
- Figma, Adobe CC, Sketch
- Jira, Trello, Notion,
- WordPress, Modx, HTML/CSS

PERSONAL

I live in Kent with my wife and three children. I run a men's football community supporting mental health and enjoy traveling and creating art at home.