

ALESSIO GAROFALO

Design Engineer (UX/UI)

**Design everything
on the assumption
that people are not
heartless or stupid**

**but marvelously capable
given the chance.**

Chris Jones
(The Internet and Everyone)

ABOUT ME

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Mobile phone, WhatsApp and Telegram: (+356) 77020765
[linkedin.com/in/garofaloalessio](https://www.linkedin.com/in/garofaloalessio)

I'm Alessio. **27 years building digital products, 12 of them in iGaming.**

In the early '90s, I spent most of my time on Amiga platforms, playing Sensible Soccer and Cannon Fodder. That era also sparked my curiosity in graphics applications through Deluxe Paint AGA, and I found deep inspiration in the Demo Scene, where code met sound and visuals in dynamic ways.

The Technical High School I attended steered students toward programming languages and their applications in electronics, including microcontrollers. During the same period, the Internet was rapidly emerging as a revolutionary tool for sharing knowledge, and that's when I landed my first job as a web developer.

Brands like Macromedia and Adobe, and their creative tools, fueled my passion further. I shifted my focus to research and development of new layouts and graphic solutions for human-device interaction. Over the years, including around **10 years of agency and client-side work** and **4 years as a founder and CEO myself**, I've worked with both large companies and private clients across industries such as cinema, animation, music, sports, and IT. That founder experience means **I understand the business side as much as the design.**

For the past **12 years** I've navigated the world of **iGaming**, designing interfaces for online casinos, sportsbooks, eSports platforms, affiliate websites, fantasy sports apps, and more, including **5 years working alongside founders** and **3 years in crypto gambling**. My experience spans agency and client-side work and AI-driven production.

Two guiding principles have shaped my work:

- A **User-Centric Design Thinking** approach
- A well-structured and **scalable Design System**

My focus has consistently been on creating responsive interfaces with a **mobile-first mindset**, crafting sustainable digital products **end-to-end, from UX, to design systems, to AI-native frontend.**

For the past **3 years I've been building with AI**, and it's now core to how I work:

- **AI-driven design and production processes**
- **Automated frontend production and asset/image generation**
- **MCP (Model Context Protocol)** for smarter, agent-based workflows
- **Figma**, leveraging its advanced features, plugins, and collaborative design systems

I design and ship end-to-end, from UX to design systems to AI-native frontend, including automated frontend production and asset/image generation. As digital creators, we endlessly strive to explore new forms of interaction. Right now, I'm looking for the next challenge, where I can push the boundaries of design, code, and user experience.

ITALIAN
ENGLISH
SPANISH
GERMAN

45
AGE

27
Years
Experience



- NOW
Alessio Garofalo
Remote Design Engineer (UX/UI)
- July 2024 / June 2026
Catoritech
User Experience Lead
- February 2024 / June 2024
Alessio Garofalo
Remote UX/UI Product Designer
- July 2022 / Jan 2024
William Hill International
UX Designer/Product Designer
- February 2022 / June 2022
Alessio Garofalo
Remote UX/UI Product Designer
- March 2020 / February 2022
High 5 Games
UX/UI Designer



Recent roles shown. Full career history on [LinkedIn](#).



COMPONENTS

BRIDGE

LLM

STORYBOOK



FIGMA
MAGIC PATH

MCP SERVER
AI AGENT

REACT/NEXT.JS APP

STORYBOOK



give me a chance.

Please take a look at my portfolio



IGaming Industry & Affiliate

User interface design for online casinos, Sportsbook, eSport platform, affiliate website, Fantasy sport app and banner design.

AI Projects

Personal Experiments and Igaming products built with AI



SkillMe

MVP

AI knowledge base platform for igaming

Assest Management Module, Chat Module, Workflow builder Module(n8n style), Office Module



Slot Builder

MVP

Visual Slot Builder + Figma-style editor.

A self-contained, white-label Slot engine for An in-house engine and Stake



Beta

Orchestrator

A control plane for multi-agent work: it assigns tasks, routes them to the right agent, and keeps state in sync



MyCasino Builder

MVP

Visual page builder for white-label casino sites.

A drag-and-drop visual builder that generates brandable white-label casino frontends



Casino White-labels

Production Ready

Multi-brand hub

A multi-brand casino hub: four distinct casino identities on one shared skeleton (Atoms components and Storybook)

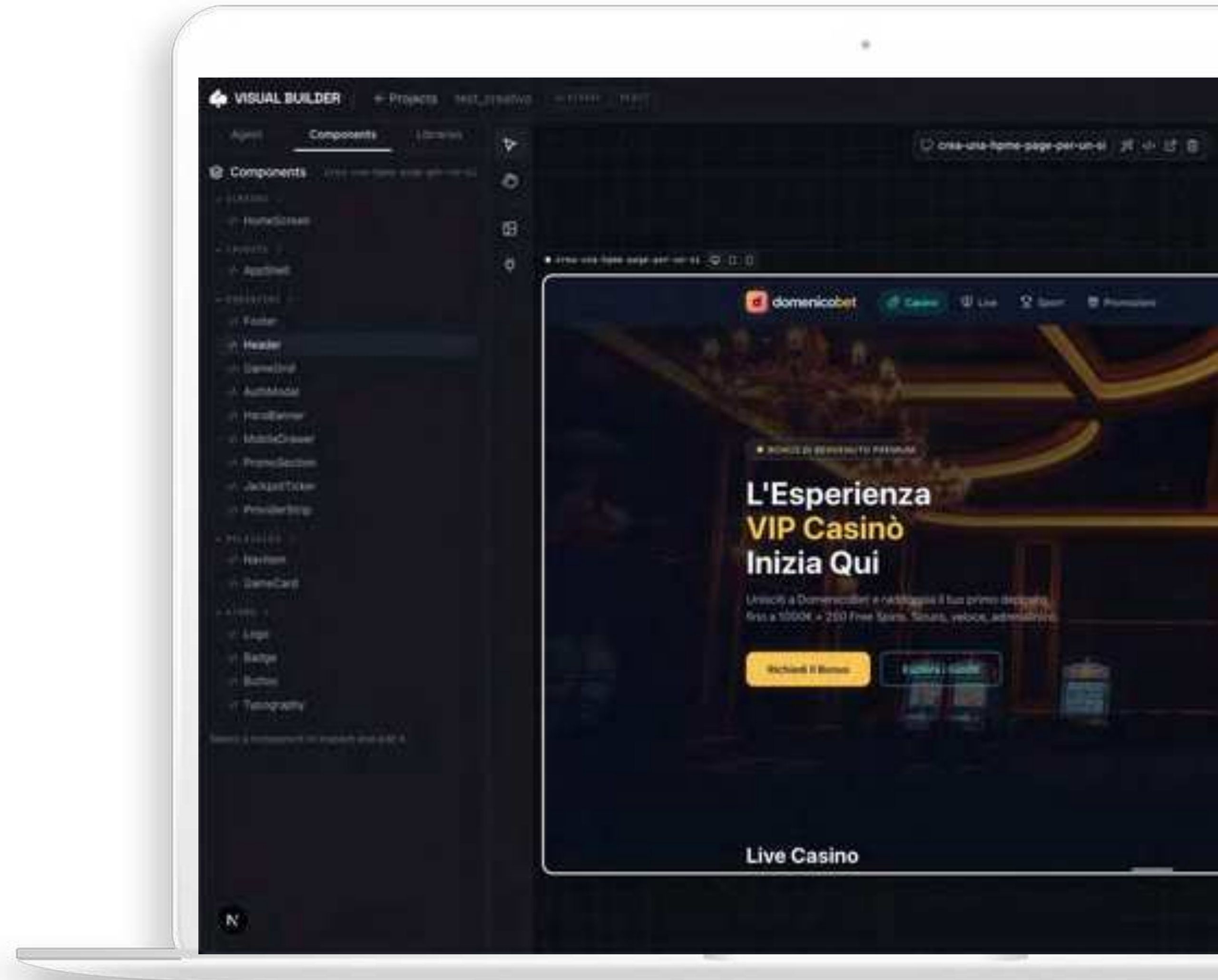
Common thread: multi-agent, RAG, generative assets and code generation – all orchestrated with AI.

AI Project/Visual Builder

Personal Experiments and Igaming products built with AI

The builder's canvas with its AI agent: a prompt becomes a composed, themed page.

MCP tools let Claude edit components, bind brand tokens, and write the production React behind the design.

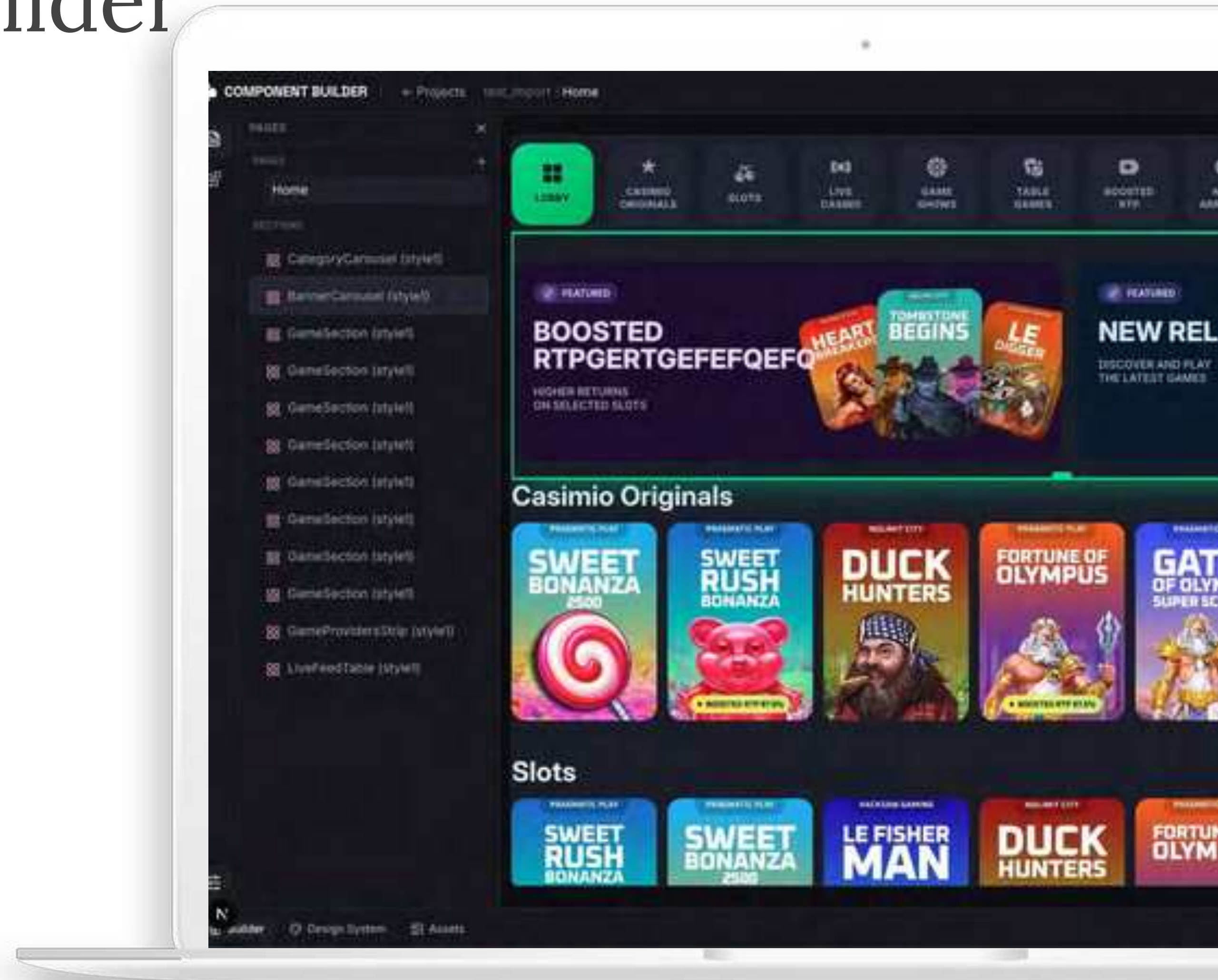


AI Project/Component Builder

Personal Experiments and Igaming products built with AI

The builder's canvas with its AI agent: a prompt becomes a composed, themed page.

MCP tools let Claude edit components, bind brand tokens, and write the production React behind the design.

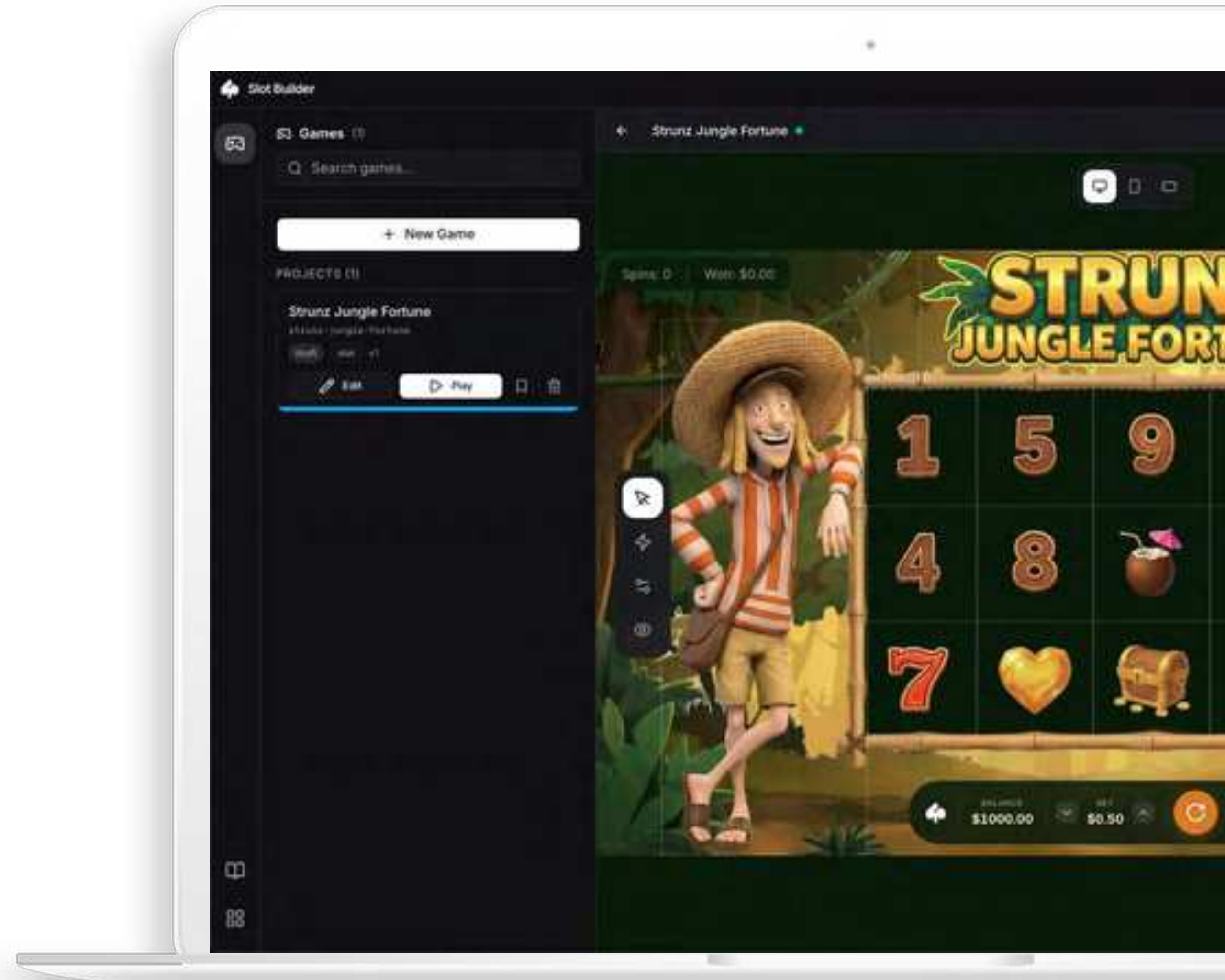


AI Project/Slot Builder

Personal Experiments and Igaming products built with AI

A self-contained white-label slot engine with a Figma-style editor: reels, symbols, decorations and stages composed directly on canvas.

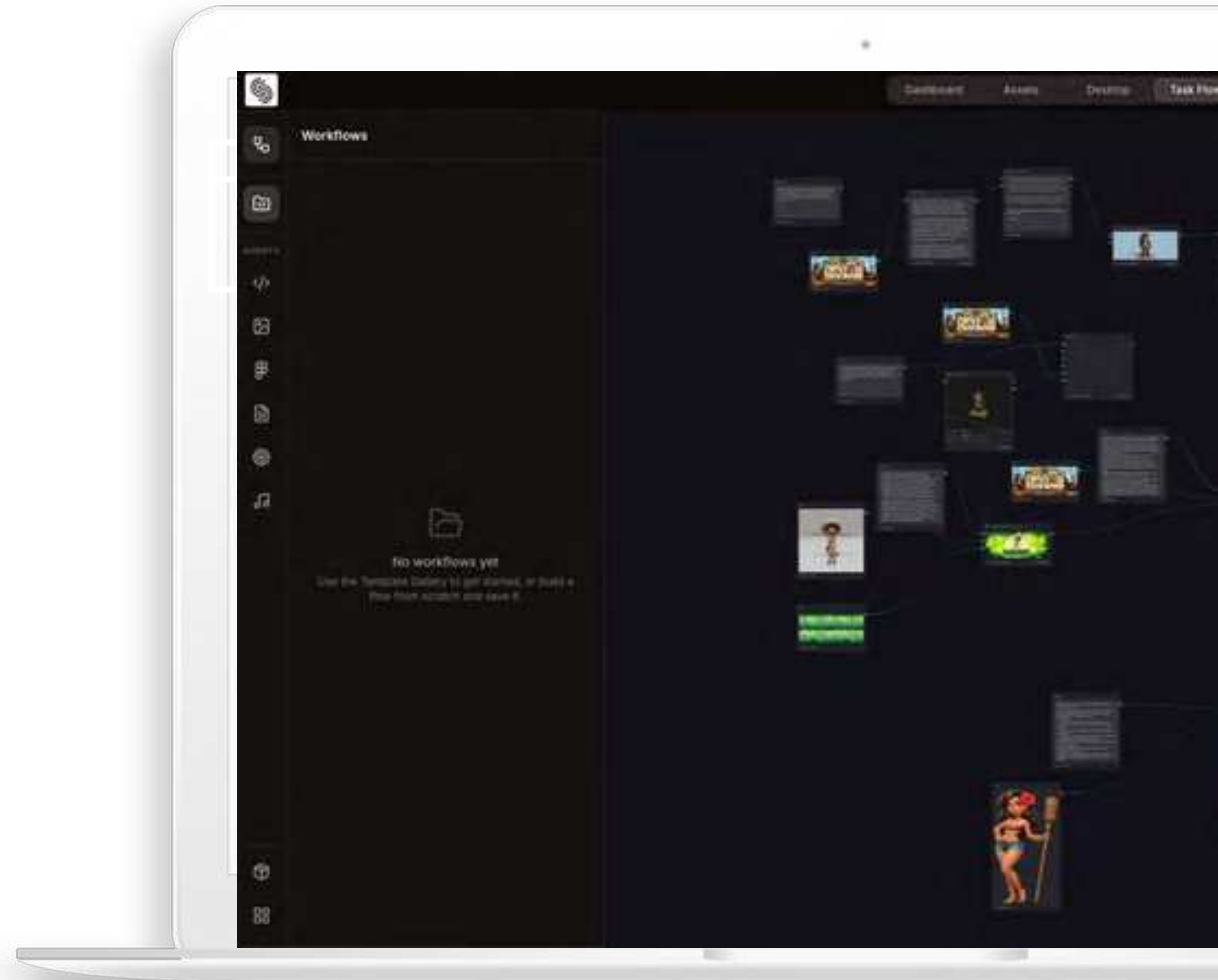
Strunz Jungle Fortune is built end to end in the editor.



AI Project/Skillme

Personal Experiments and Igaming products built with AI

SkillMe's n8n-style workflow builder automating image creation: node graphs chain prompts, generative models and post-processing into game-ready asset pipelines.



AI Project/Whitelabel

Personal Experiments and Igaming products built with AI

White-label casino sites created by automation: from the CLI, Claude is orchestrated to apply the design system, compose the components and theme the brand, style1.bet is one of the outputs.



Catoritech

Crypto Casino

1.

UX

Design of user interaction with the web application using Figma

2.

AI

Use of AI and MCP tools for component generation

3.

UserTesting

Validate concepts, get customer feedback, and discover needs to help improve the experience.



Catoritech

Igaming Backoffice

1.

UX

Design of user interaction with the web application using Figma

2.

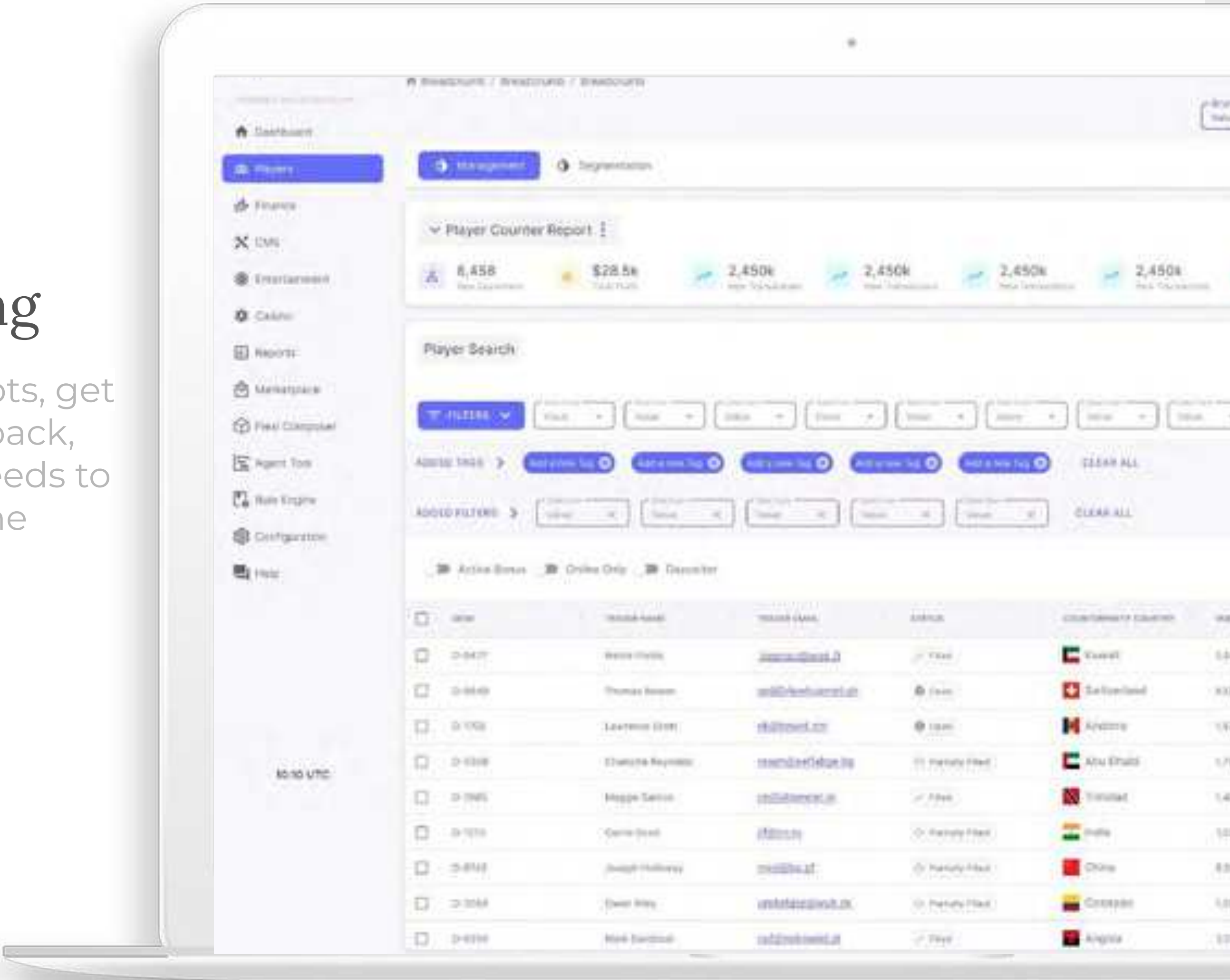
AI

Use of AI and MCP tools for component generation

3.

UserTesting

Validate concepts, get customer feedback, and discover needs to help improve the experience.



Catoritech

Casino for Latin Market

1.

UX

Design of user interaction with the web application using Figma

2.

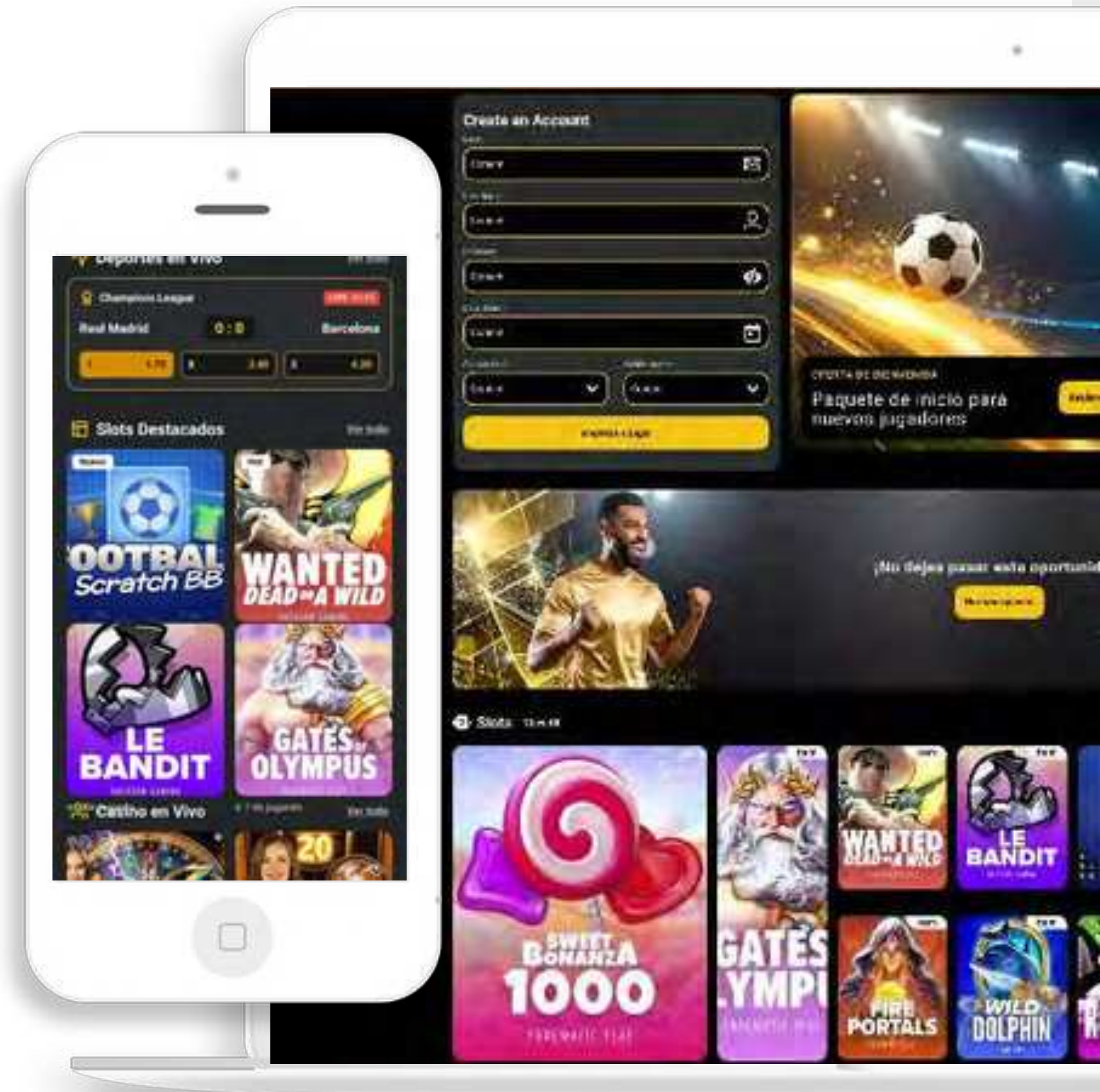
AI

Use of AI and MCP tools for component generation

3.

UserTesting

Validate concepts, get customer feedback, and discover needs to help improve the experience.



William Hill

www.williamhill.com

1.

UX

Design of user interaction with the web application using Figma

2.

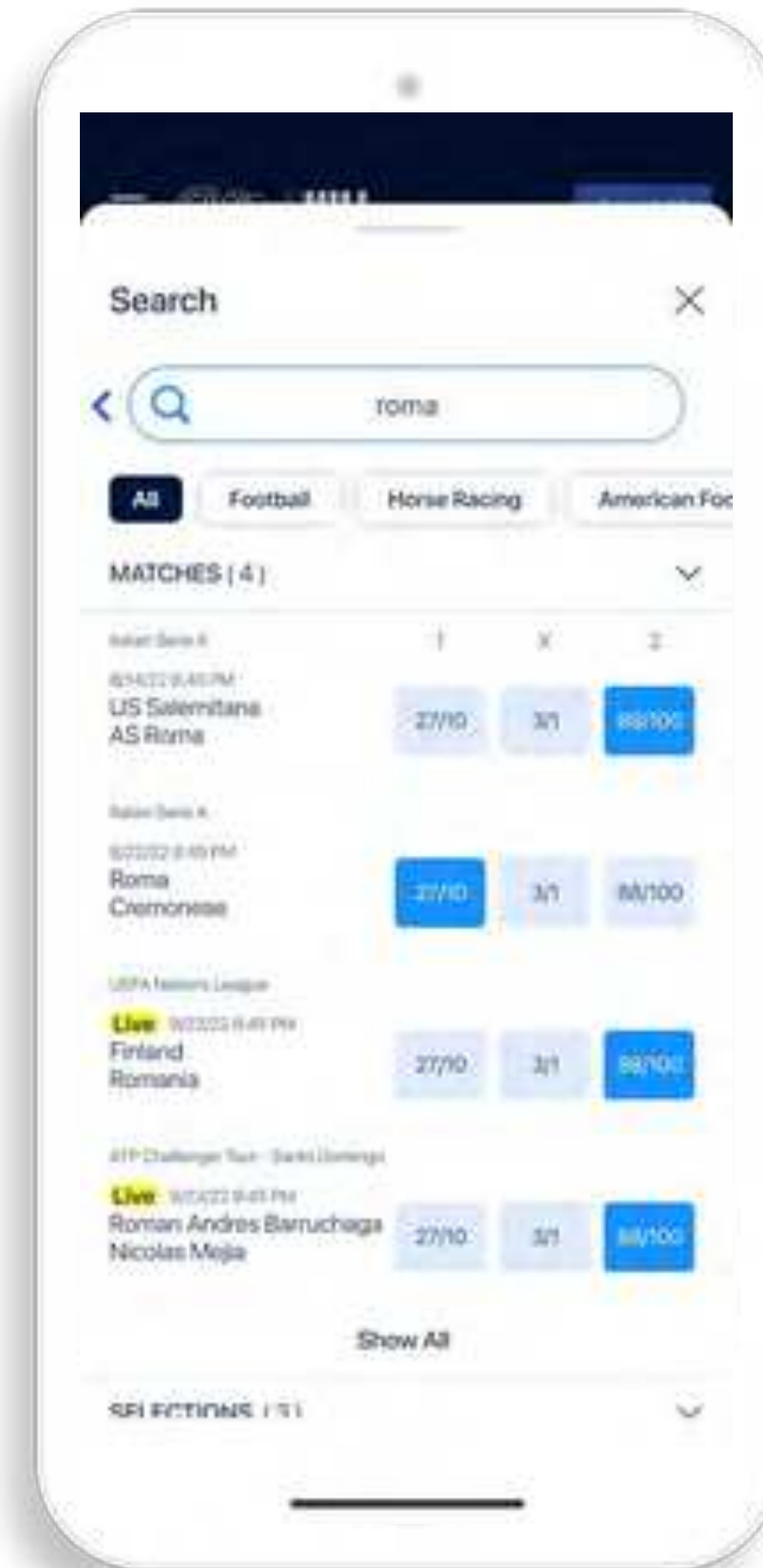
UI

Design of User Interface Design using Figma

3.

UserTesting

Validate concepts, get customer feedback, and discover needs to help improve the experience.



High 5 Games

www.high5games.com

1.

UX

Design of user interaction with the web application using Adobe XD

2.

UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



High 5 Games

High 5 Partners Project

1.

UX

Design of user interaction with the web application



High 5 Games

www.high5affiliates.com

1.

UX

Design of user interaction with the web application using Adobe XD

2.

UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



Game Lounge

www.esportsvikings.se

1.

UX

Design of user interaction with the web application using Adobe XD

2.

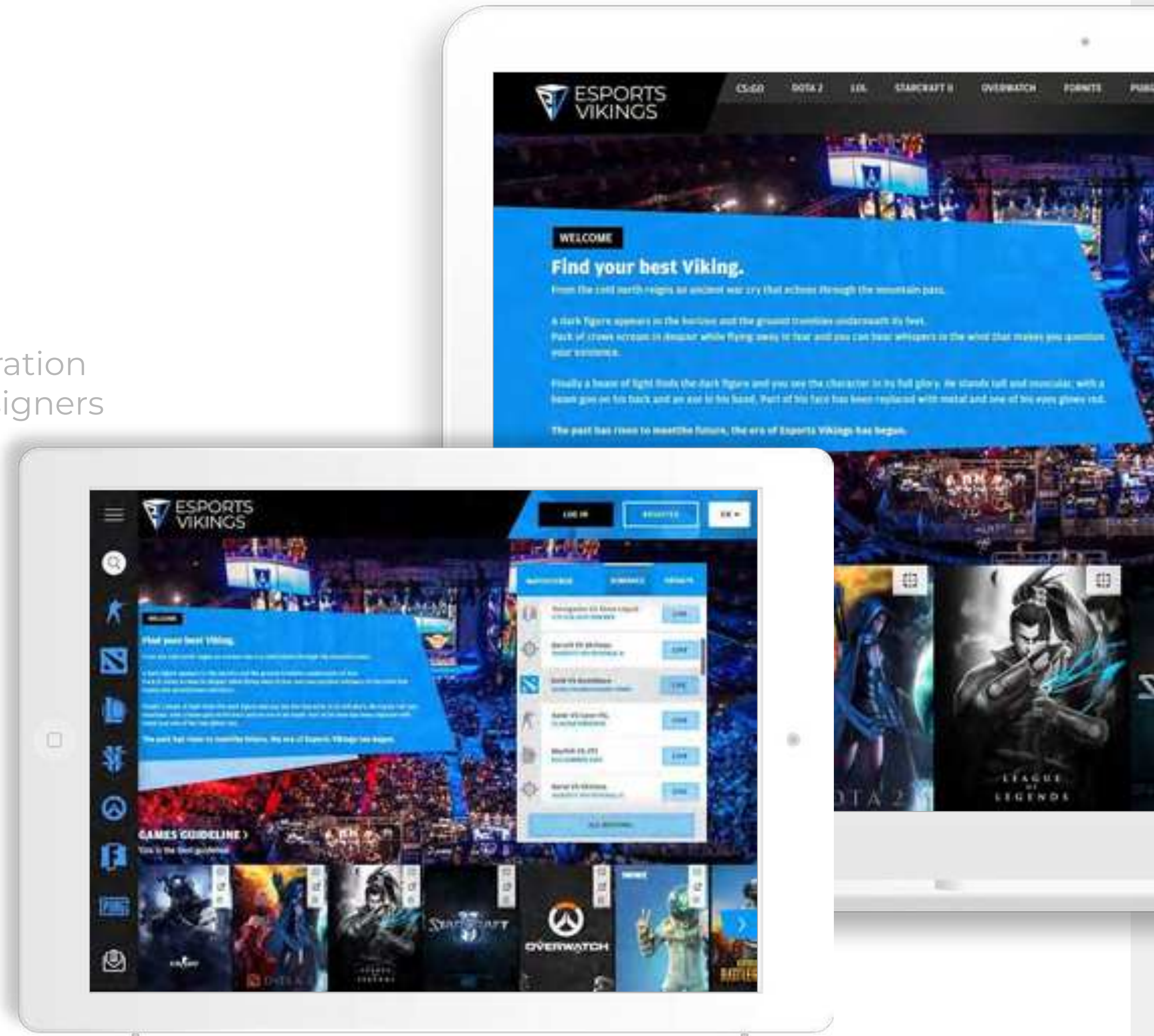
UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



Game Lounge

www.casinokollen.com

1.

UX

Design of user interaction with the web application using Adobe XD

2.

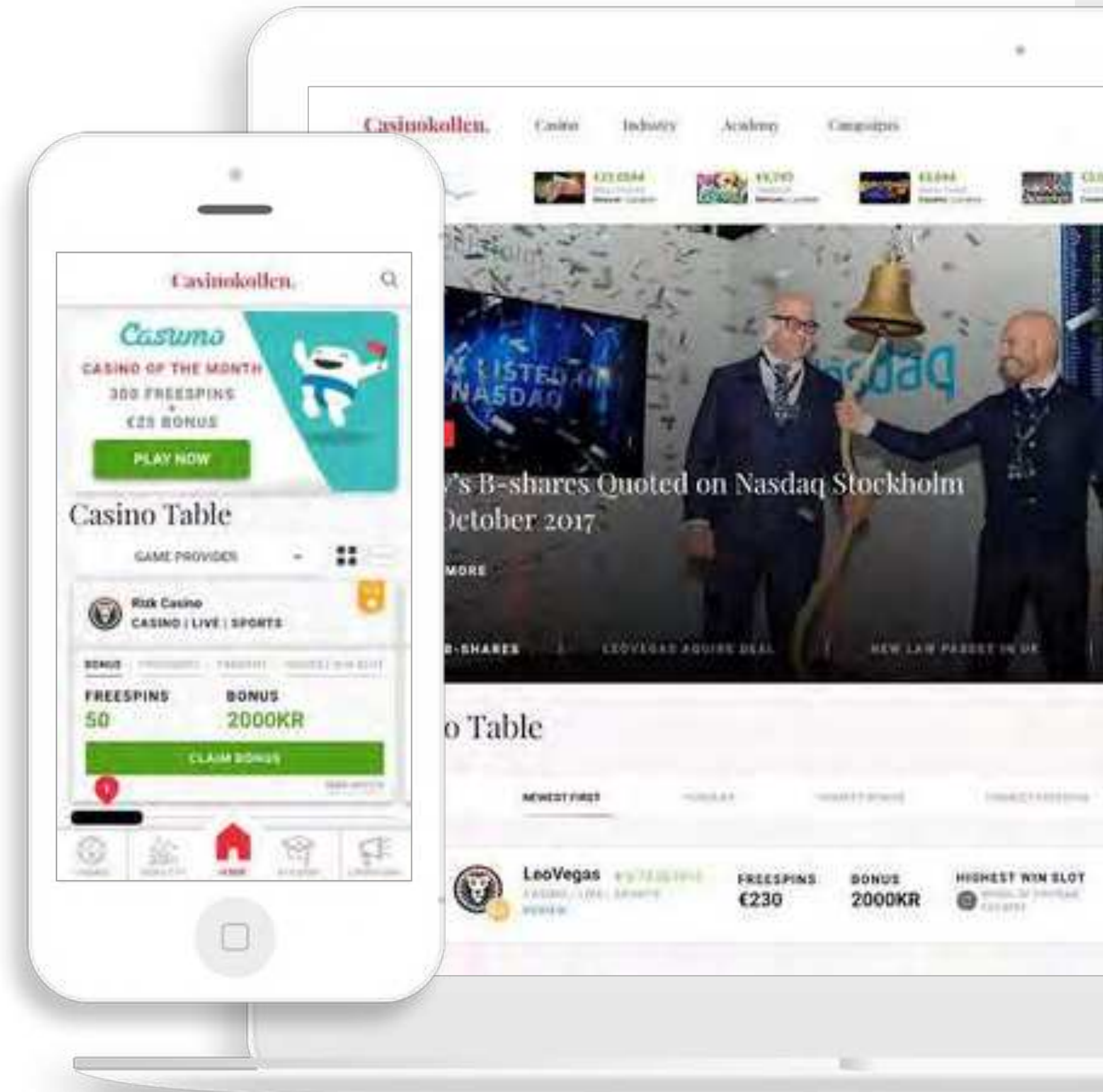
UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



Game Lounge

www.betnj.com

1.

UX

Design of user interaction with the web application using Adobe XD

2.

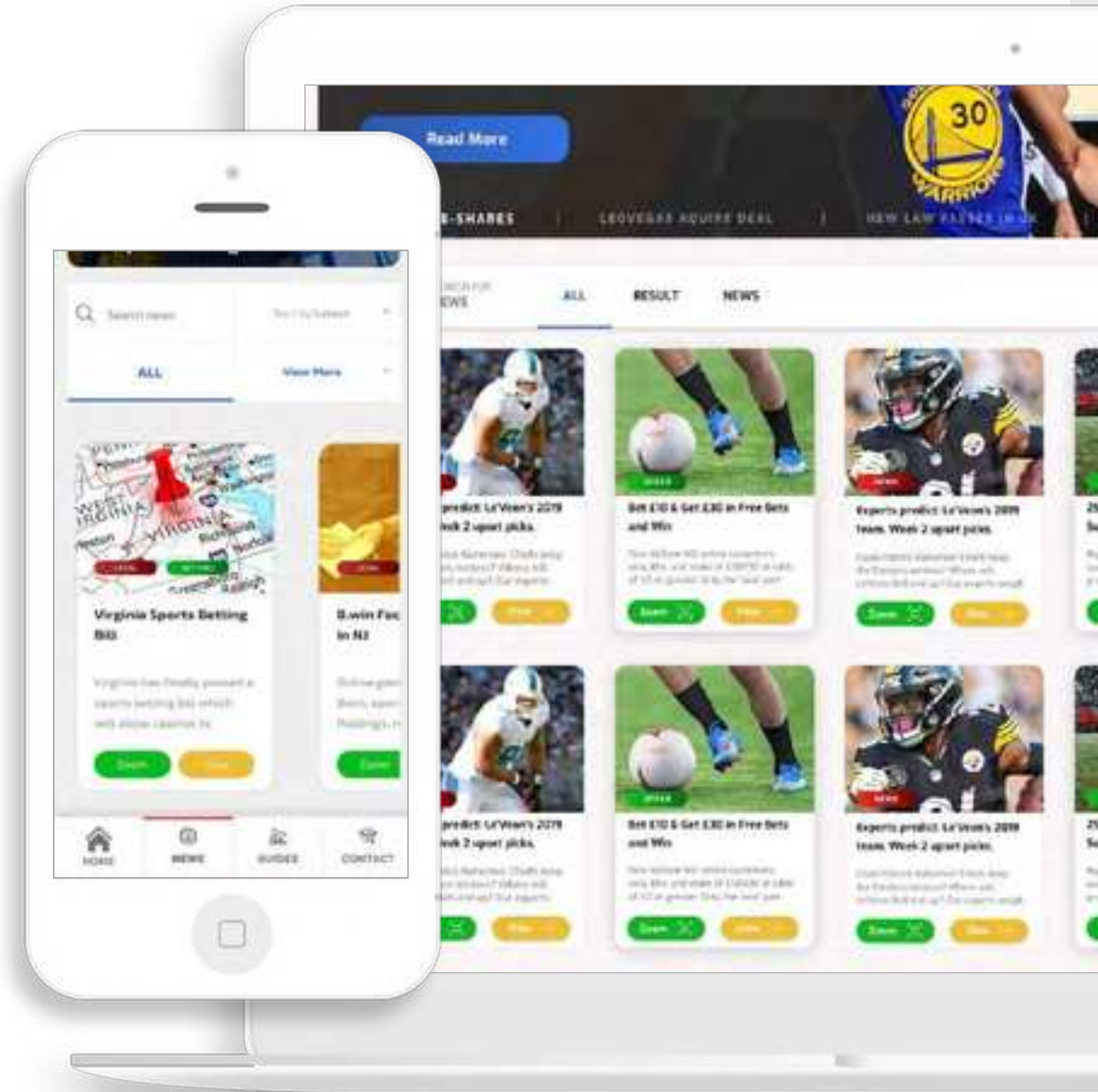
UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



Game Lounge

www.urheilu.com

1.

UX

Design of user interaction with the web application using Adobe XD

2.

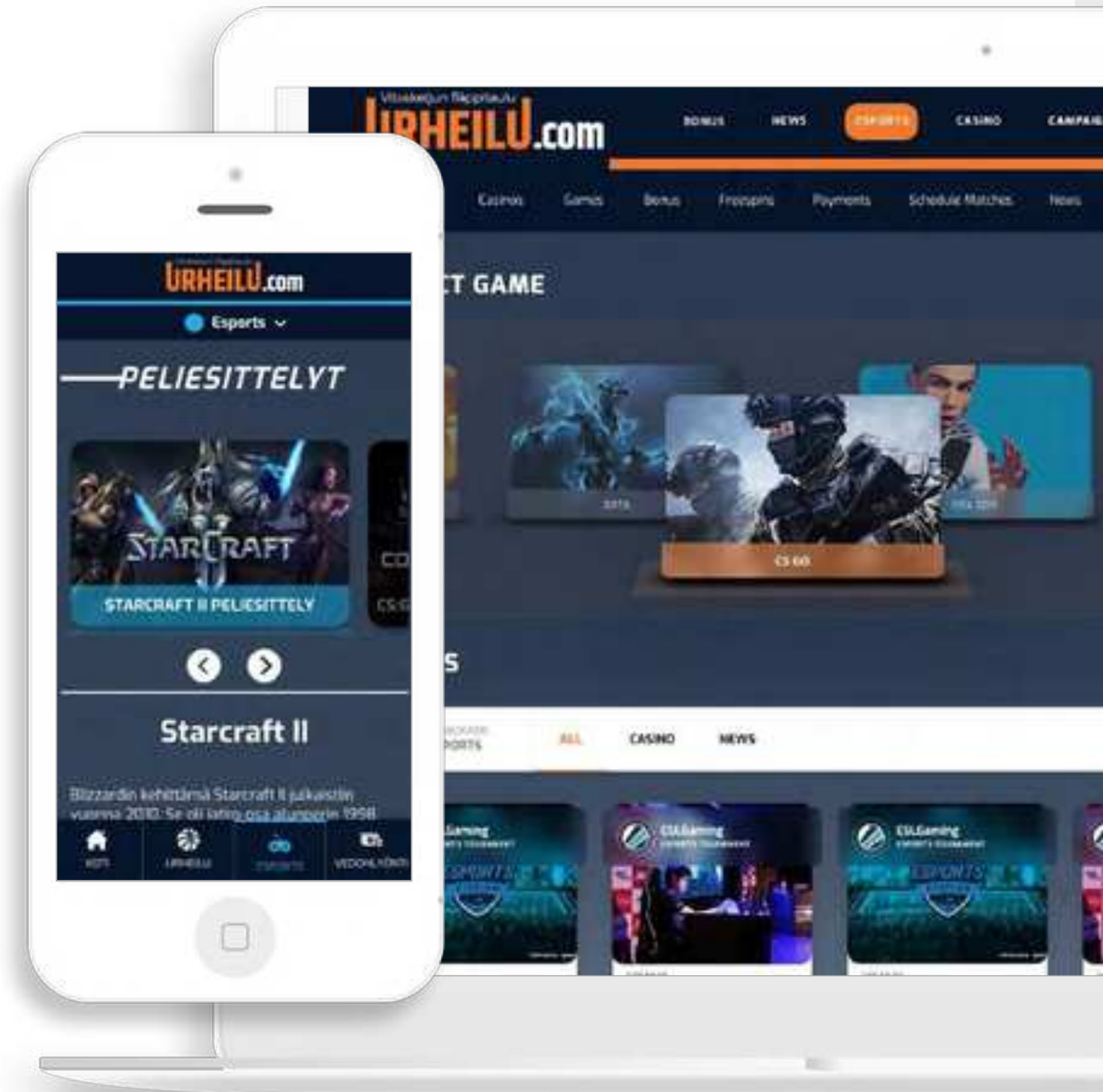
UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



Game Lounge

Aftonbladet

1.

UX

Design of user interaction with the web application using Adobe XD

2.

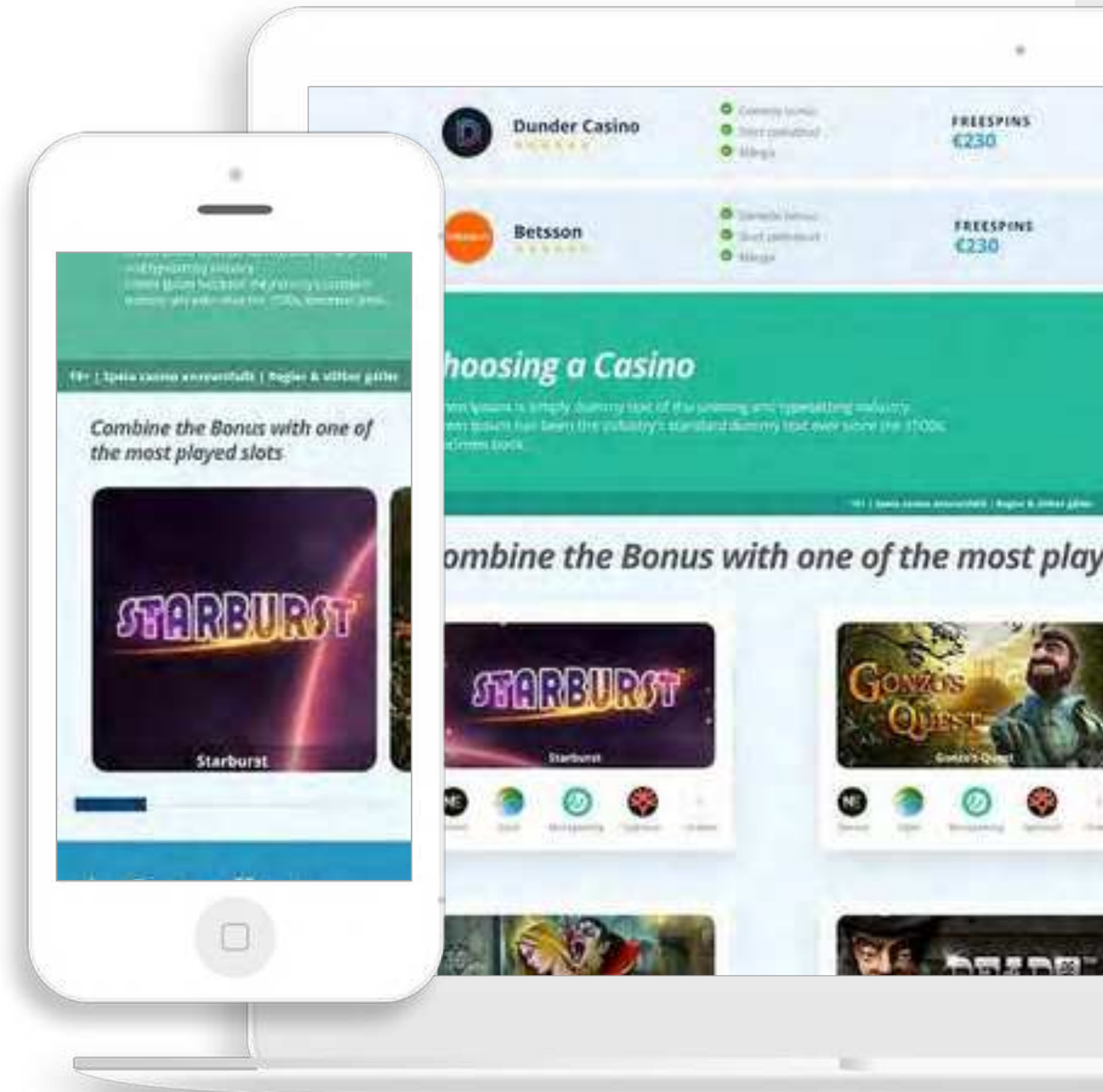
UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



Game Lounge

www.sveacasino.se

1.

UX

Design of user interaction with the web application using Adobe XD

2.

UI

Design of User Interface Design using Adobe XD

3.

Zeplin

Use of Collaboration apps for UI designers and frontend developers



Legolas.bet

Home page

1.

UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design

3.

Graphic Design

Creation of banners for Adv

4.

Zeplin and InVision

Use of Collaboration apps for UI designers and frontend developers



Legolas.bet

Casino page

1.

UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design

3.

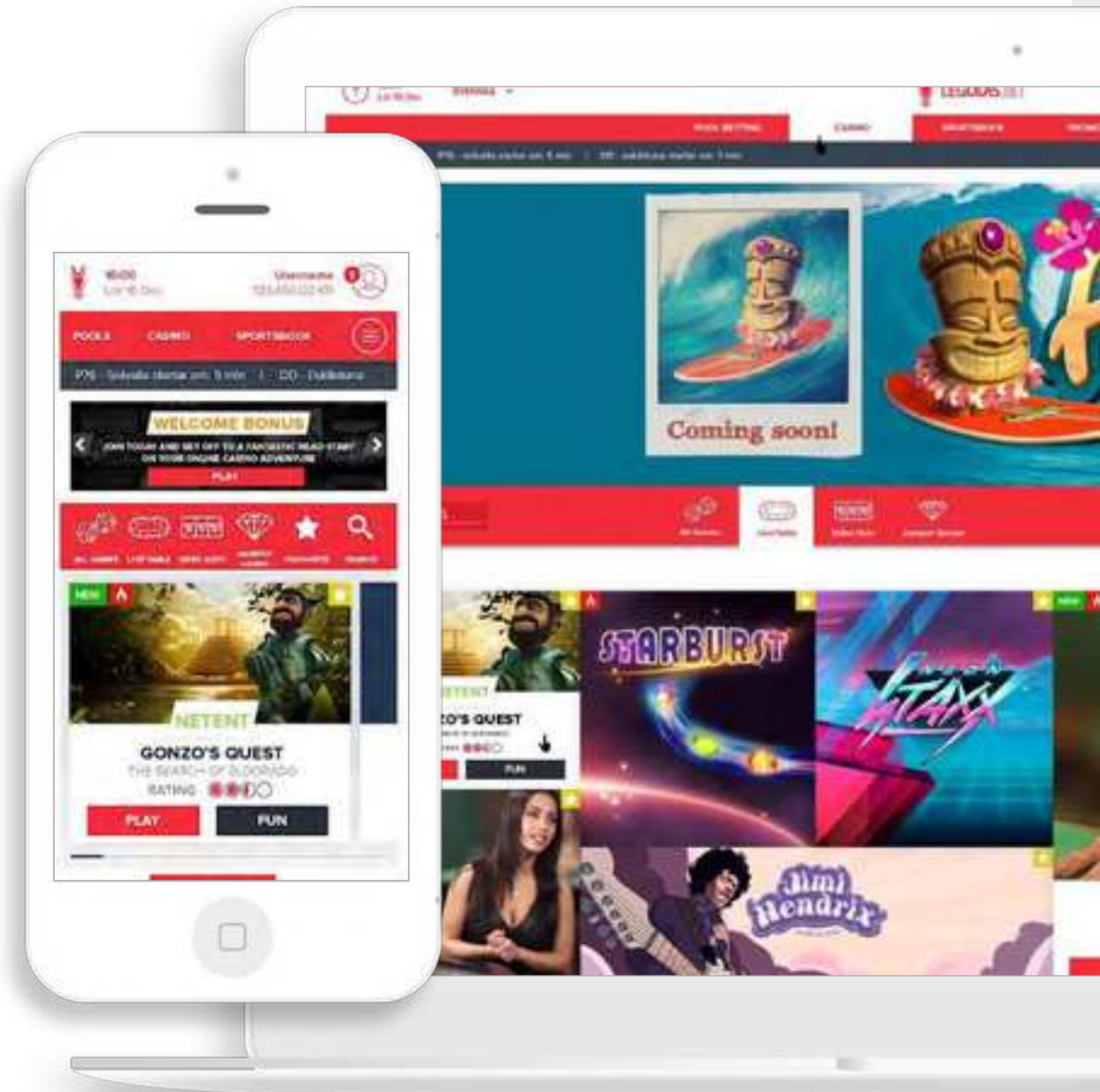
Graphic Design

Creation of banners for slot games

4.

Zeplin and InVision

Use of Collaboration apps for UI designers and frontend developers



Legolas.bet

Football pool page

1.

UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design

3.

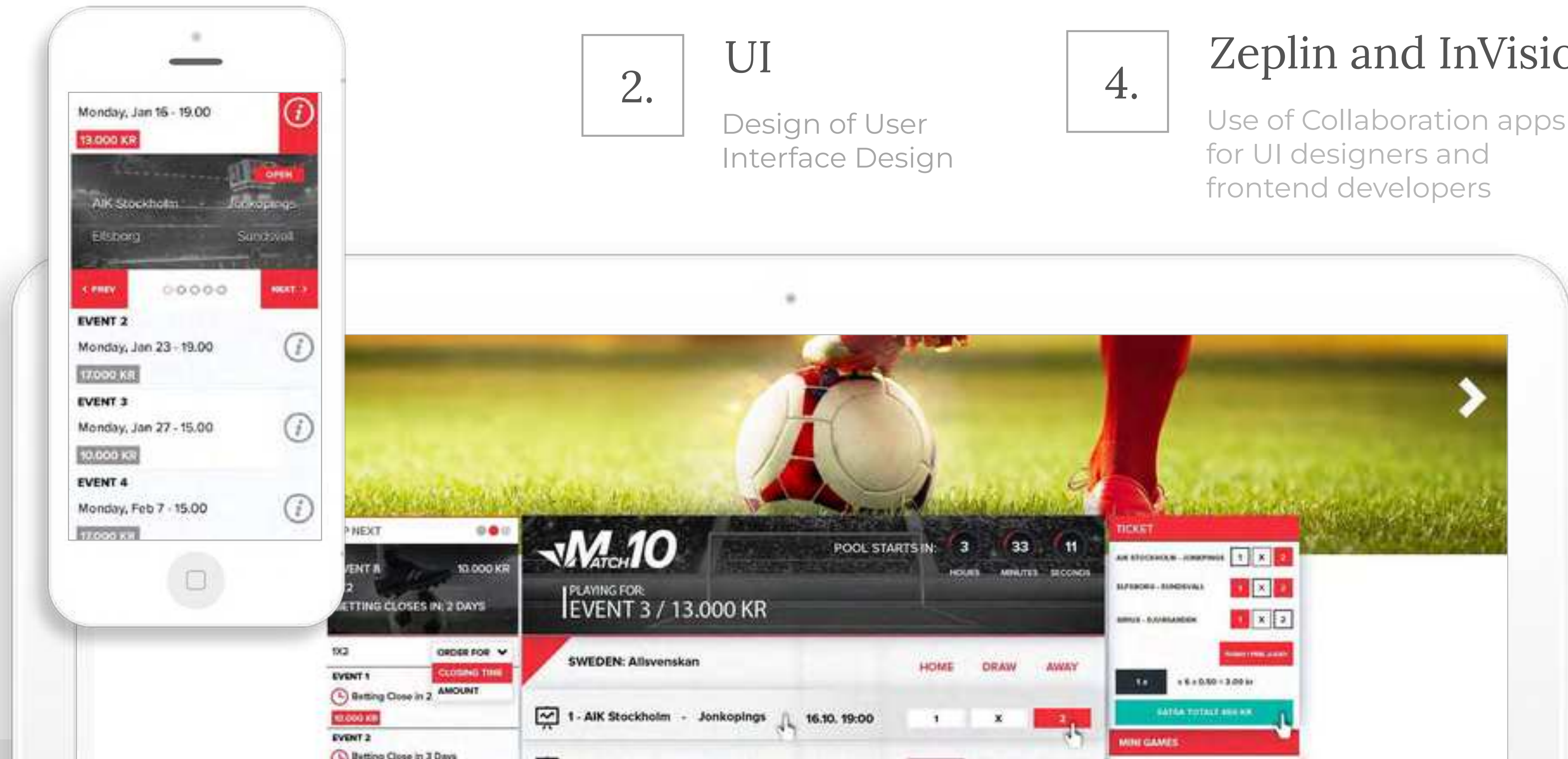
Graphic Design

Creation of banners for Match10 brand

4.

Zeplin and InVision

Use of Collaboration apps for UI designers and frontend developers



Legolas.bet

Sportsbook page

1.

UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design

3.

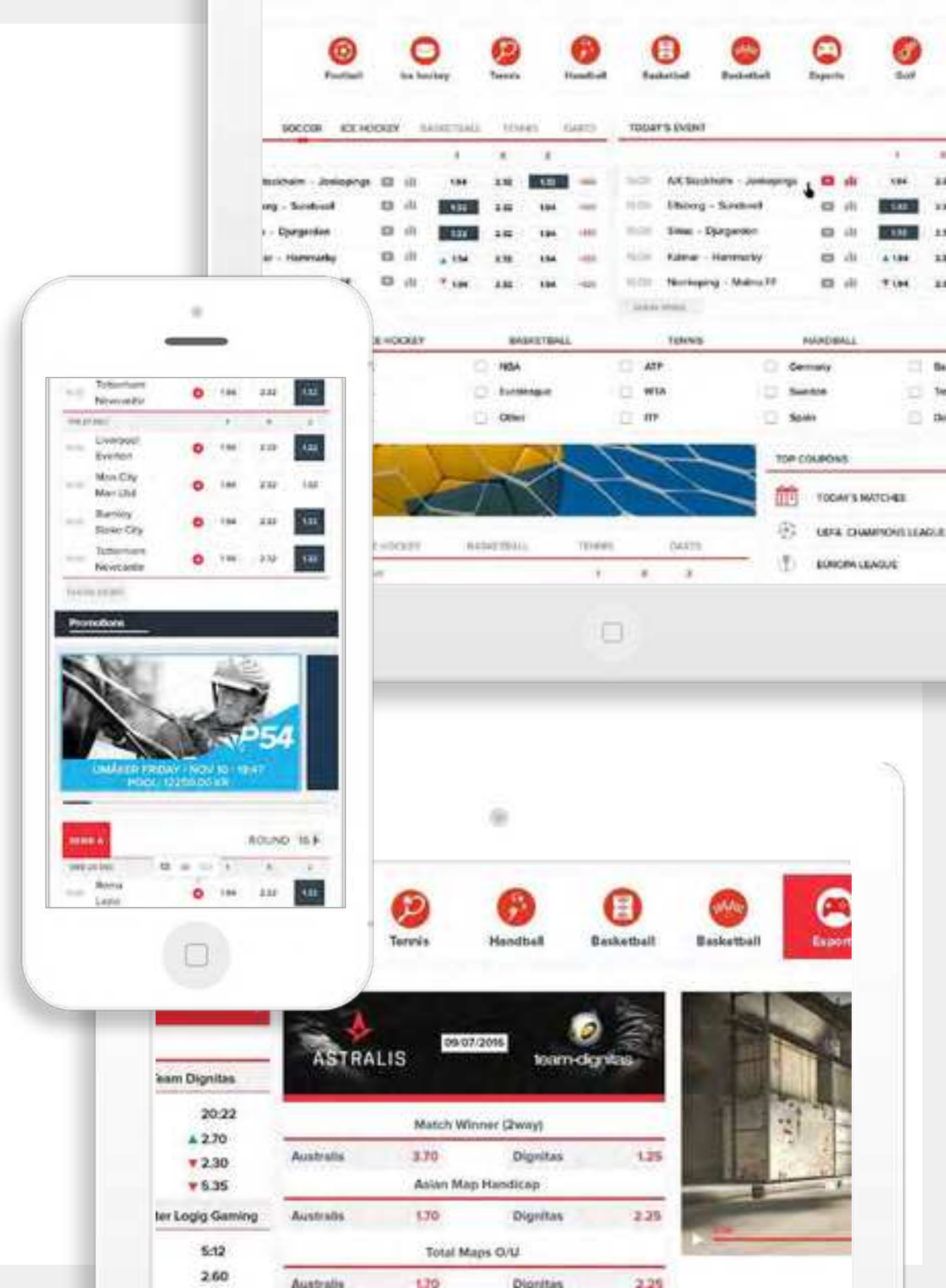
Graphic Design

Creation of banners for sports events

4.

Zeplin and InVision

Use of Collaboration apps for UI designers and frontend developers



Legolas.bet

App

1.

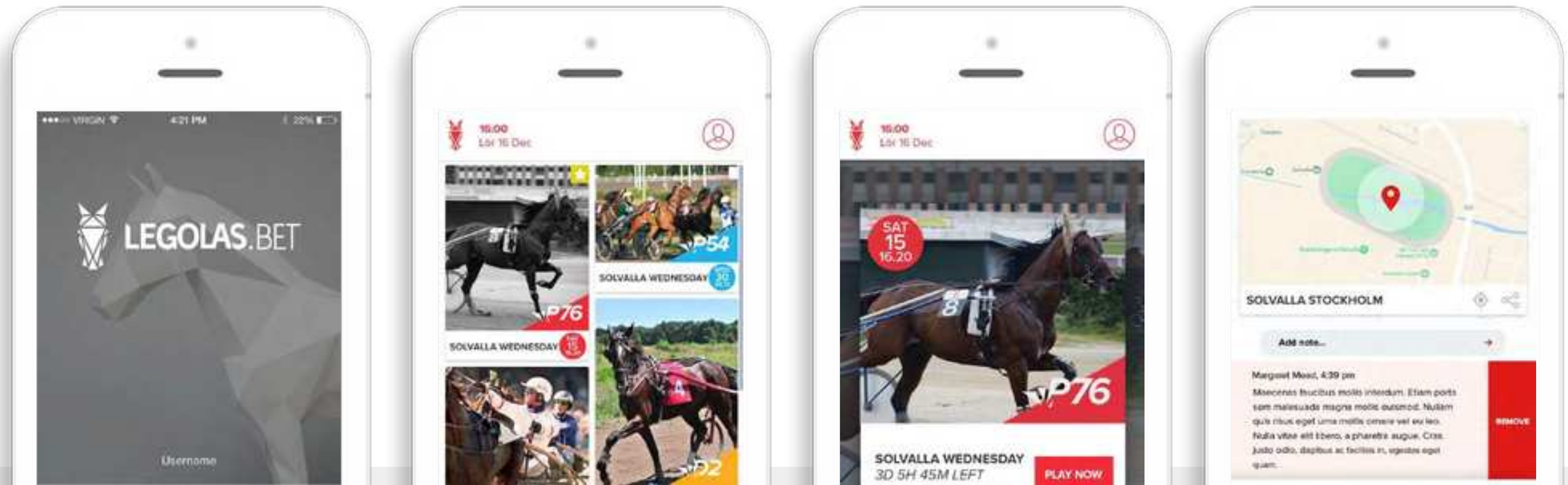
UX

Design of user
interaction with the
web application

2.

UI

Design of User
Interface Design



Primerabet.com

Online Casino Platform

1.

UX

Design of user interaction with the web application

2.

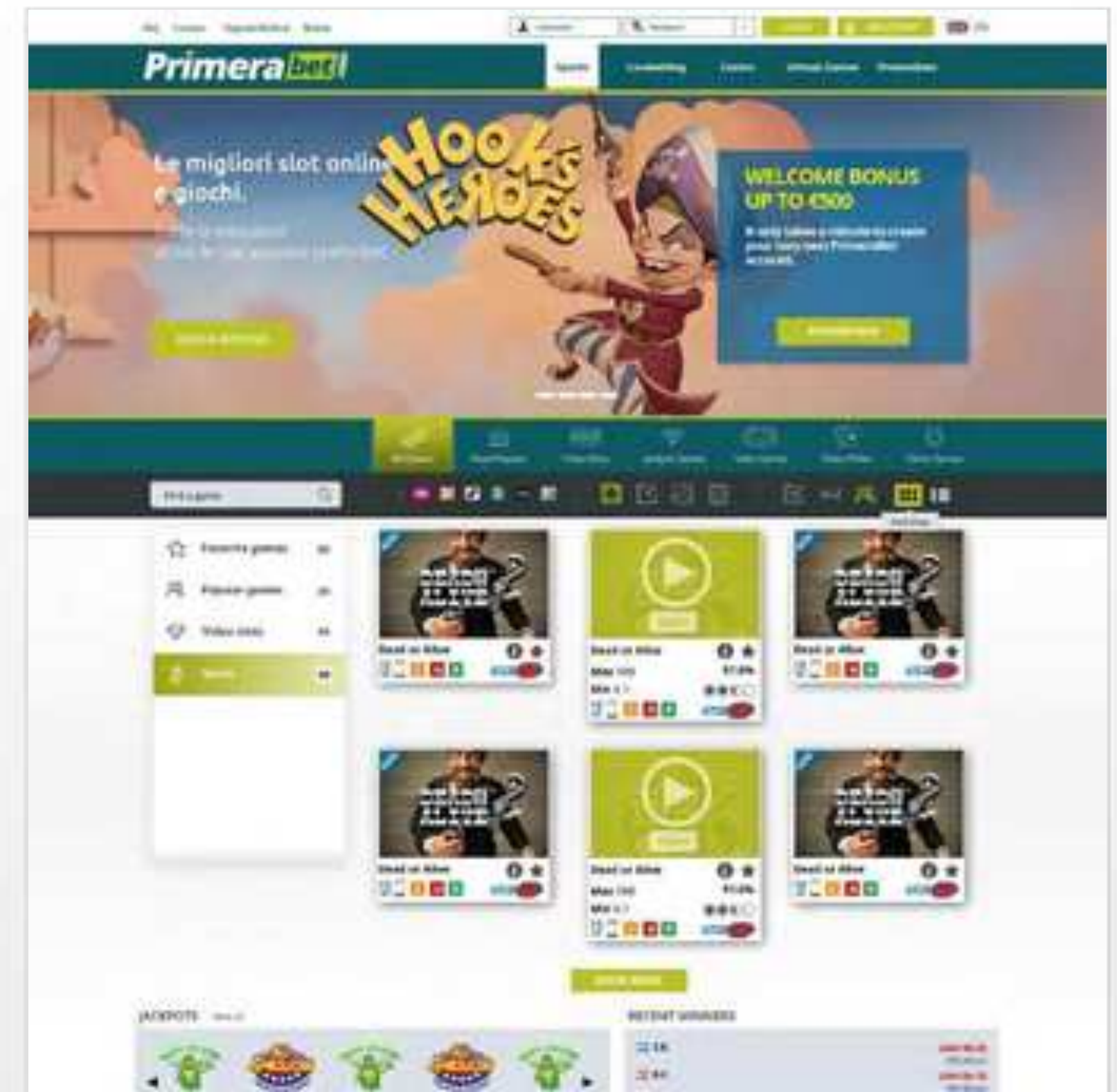
UI

Design of User Interface Design

3.

Graphic Design

Creation of banners for sports events



Scandibet.com

Online Casino Platform

1.

UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design

3.

Graphic Design

Creation of banners for sports events



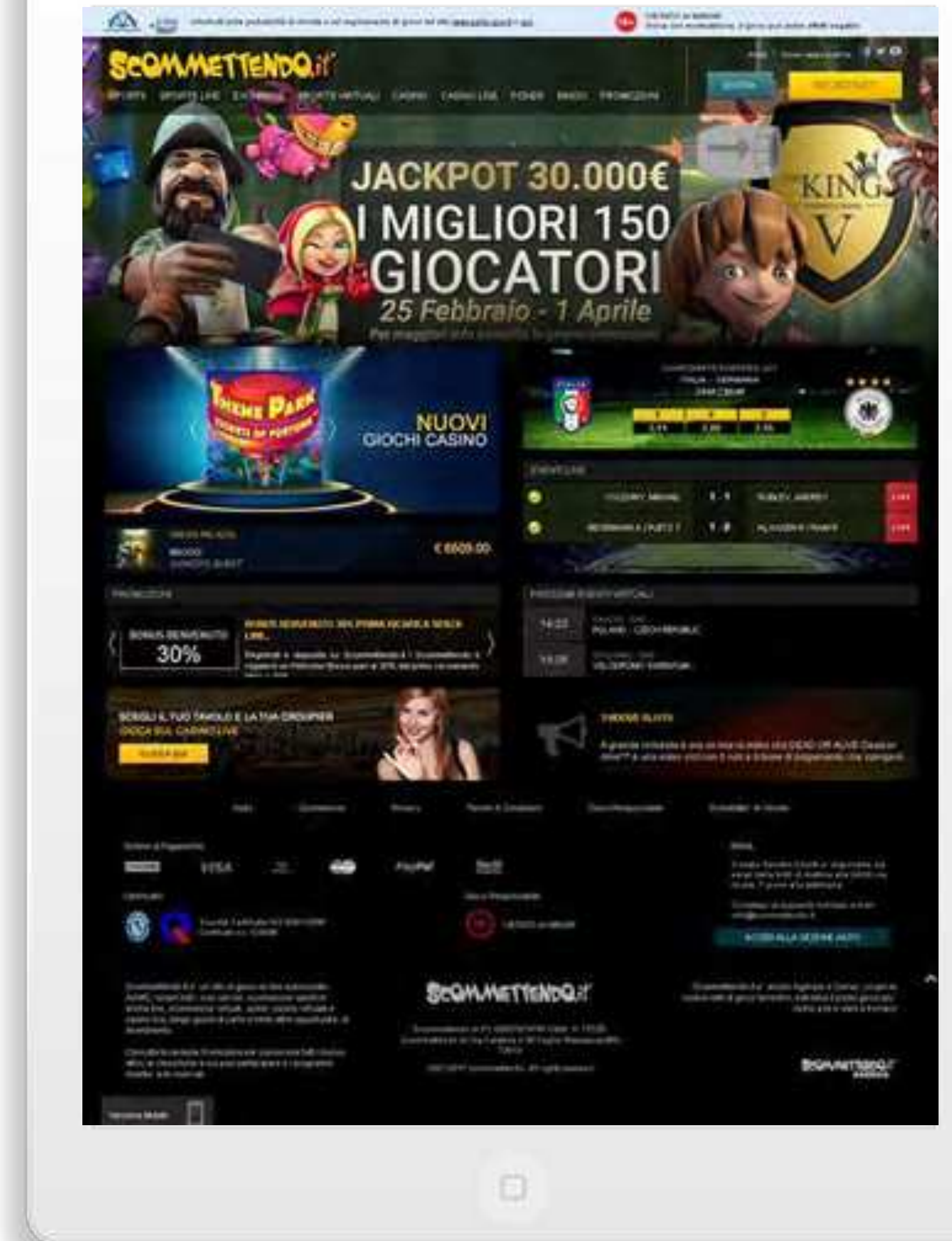
Scommettendo.it

Banner Design (more than 100) for Landing pages and Social Networks

1.

Graphic Design

Creation of banners for Adv



Scommettendo.it

Landing page Design

1.

Graphic Design

Creation of Landing pages for Casino Bonus



Blood Suckers
LANDING PAGE



Christmas Bonus
LANDING PAGE



Football Bonus
LANDING PAGE



Starburst
LANDING PAGE

Exclusivebet.com

Online Casino Platform

1.

UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design

3.

Graphic Design

Creation of banners for sports events



Electronicstars.com

Online Esports Platform

1.

UX

Design of user interaction with the web application

2.

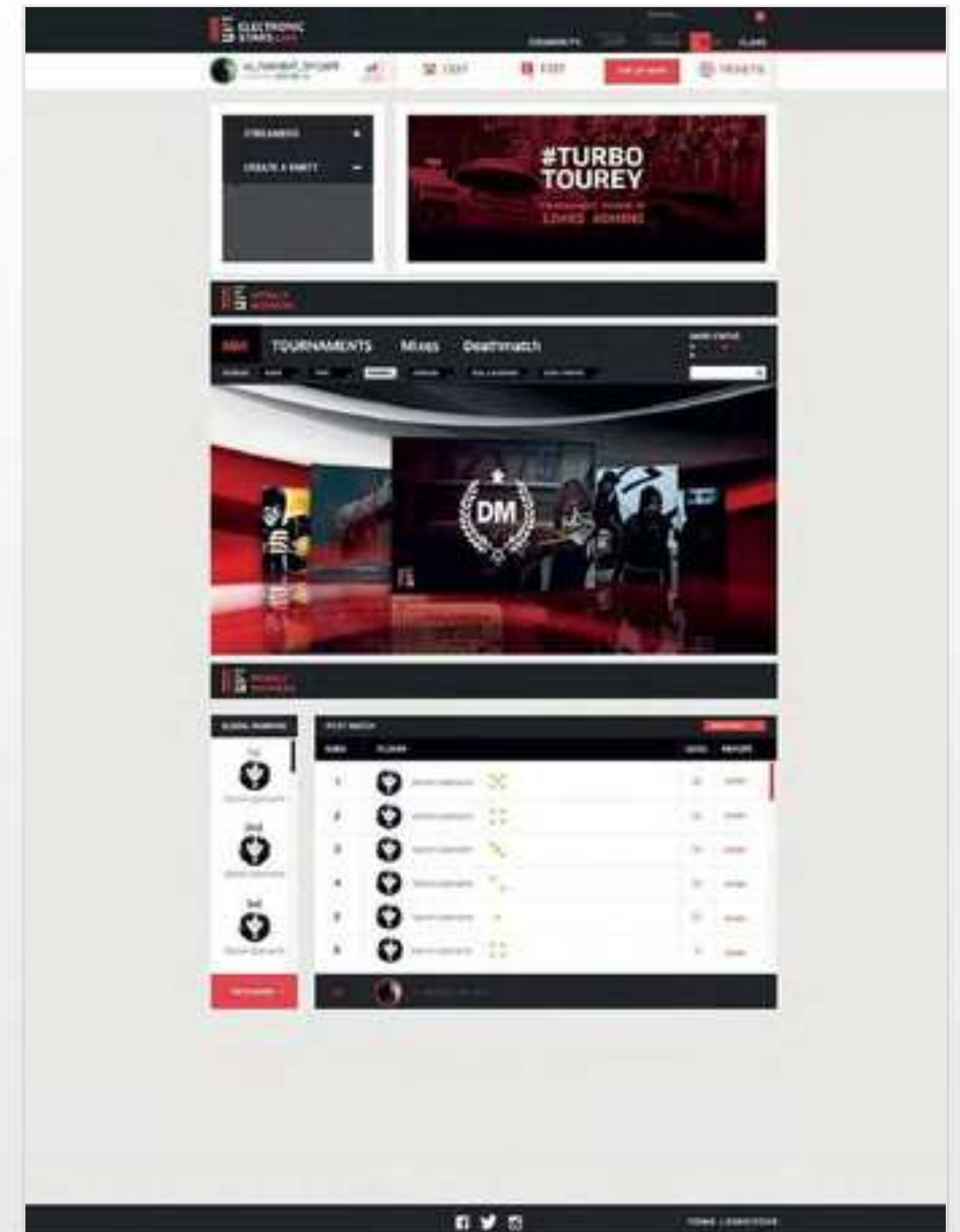
UI

Design of User Interface Design

3.

Graphic Design

Creation of banners for esports events



Electronicstars.com

Desktop Design App for Esports Platform

1.

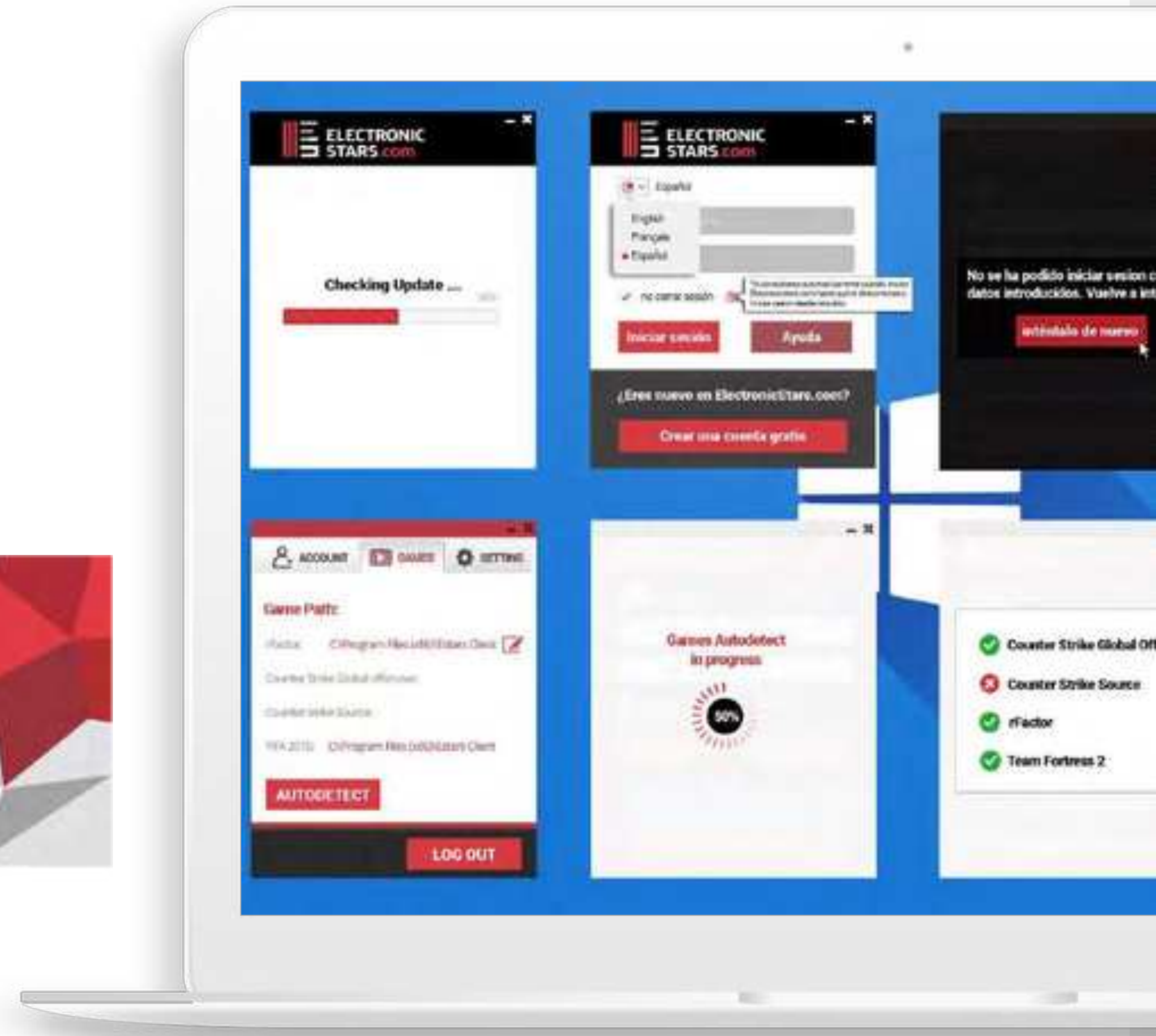
UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design



Electronicstars.com

Banner Design for Landing pages and Social Networks

1.

Graphic Design

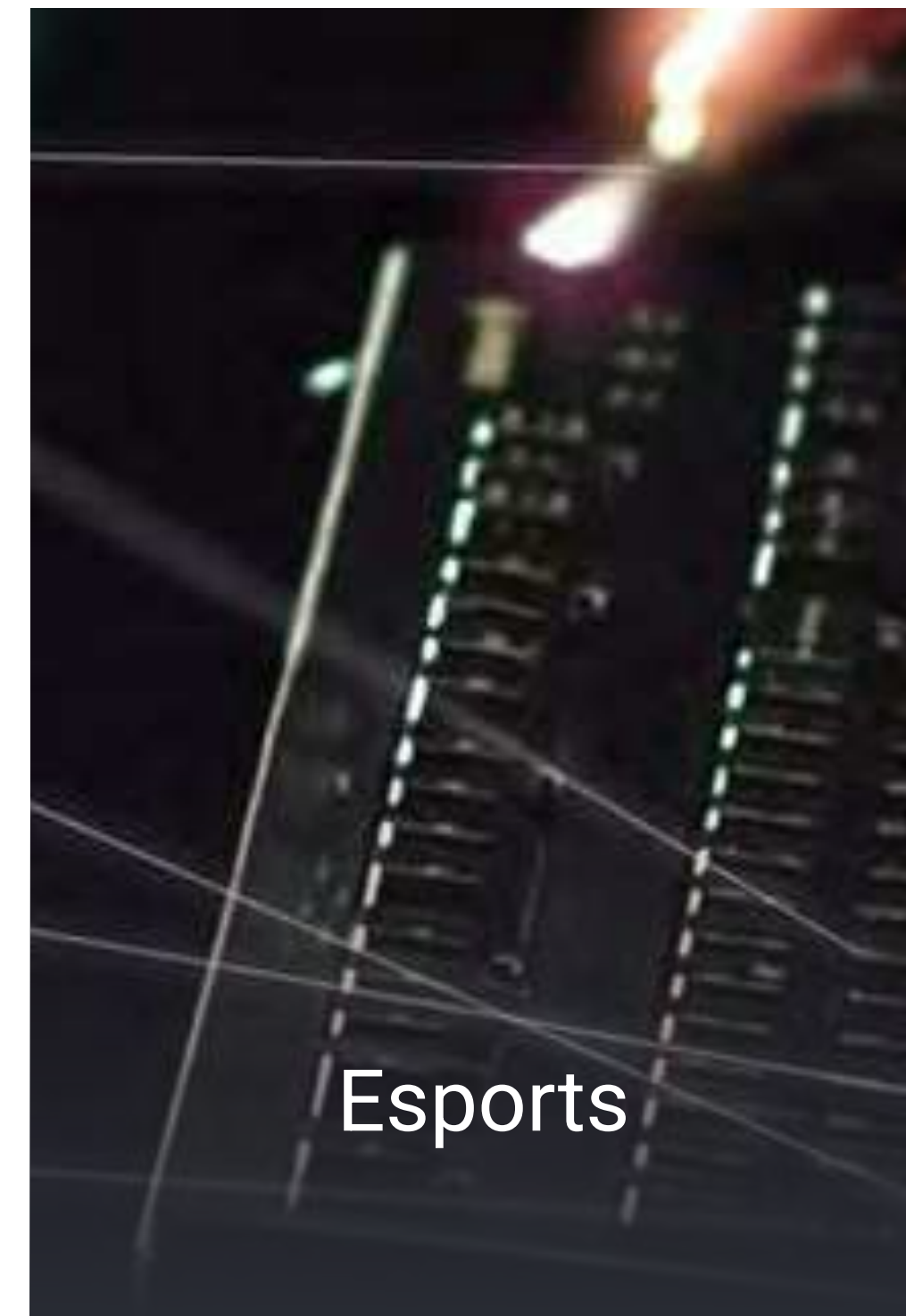
Creation of banners for Adv



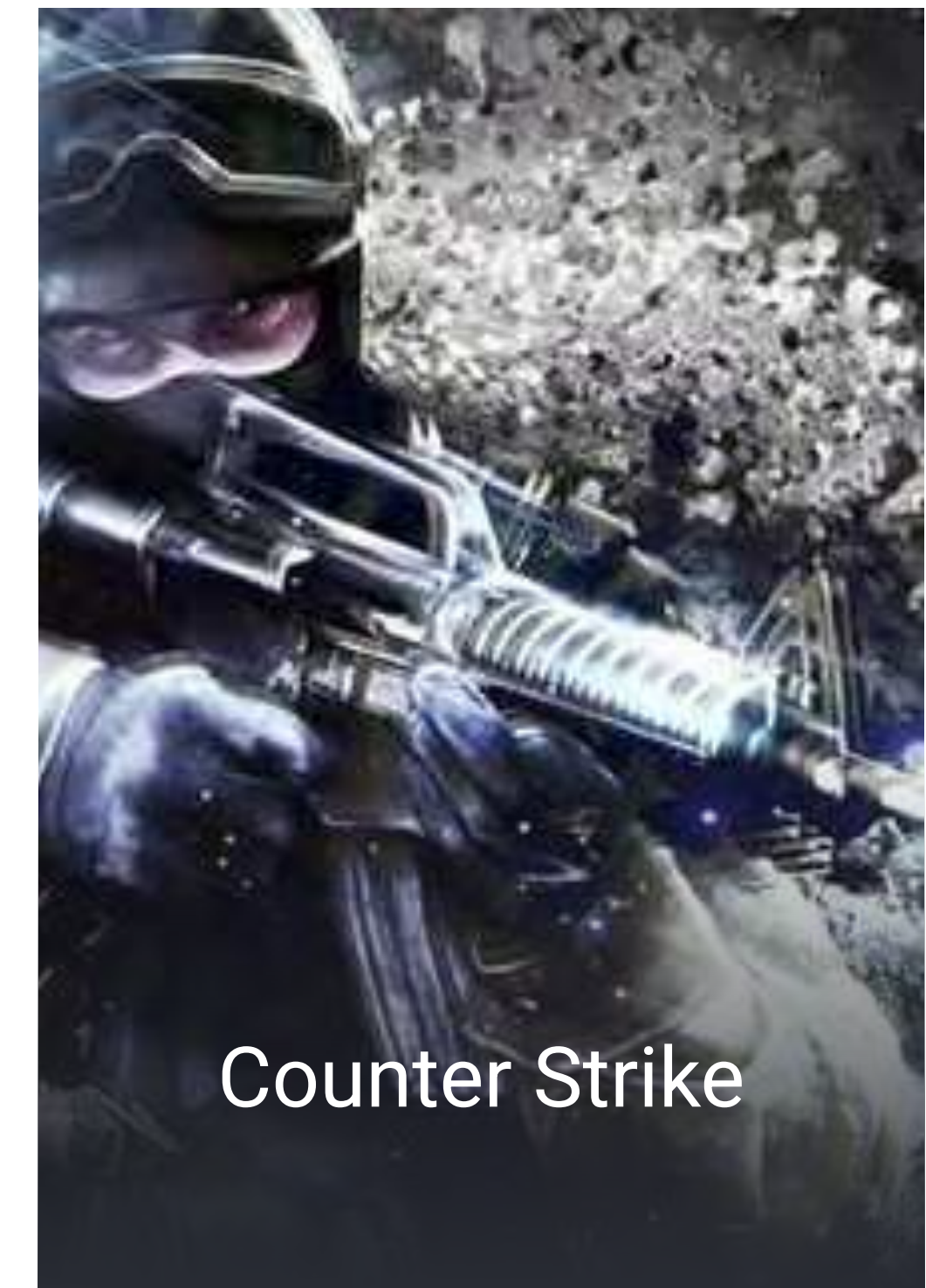
rFactor



CSGO



Esports



Counter Strike



Cinema, Animation, Music, Sports and IT companies

Websites & Flash design , Graphic design and Storyboard
Cleanup.

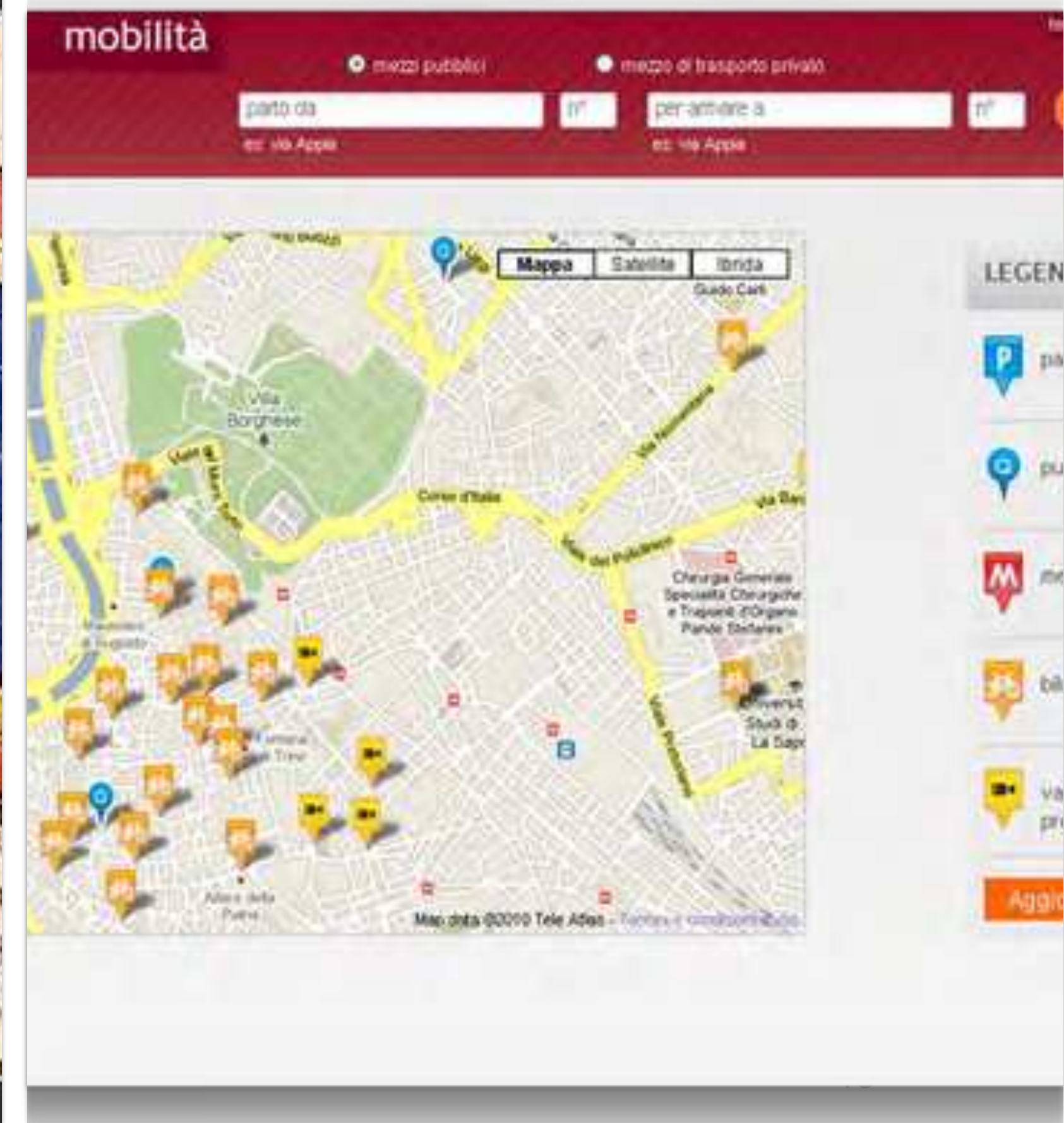
Web Design and Flash Design

more and more



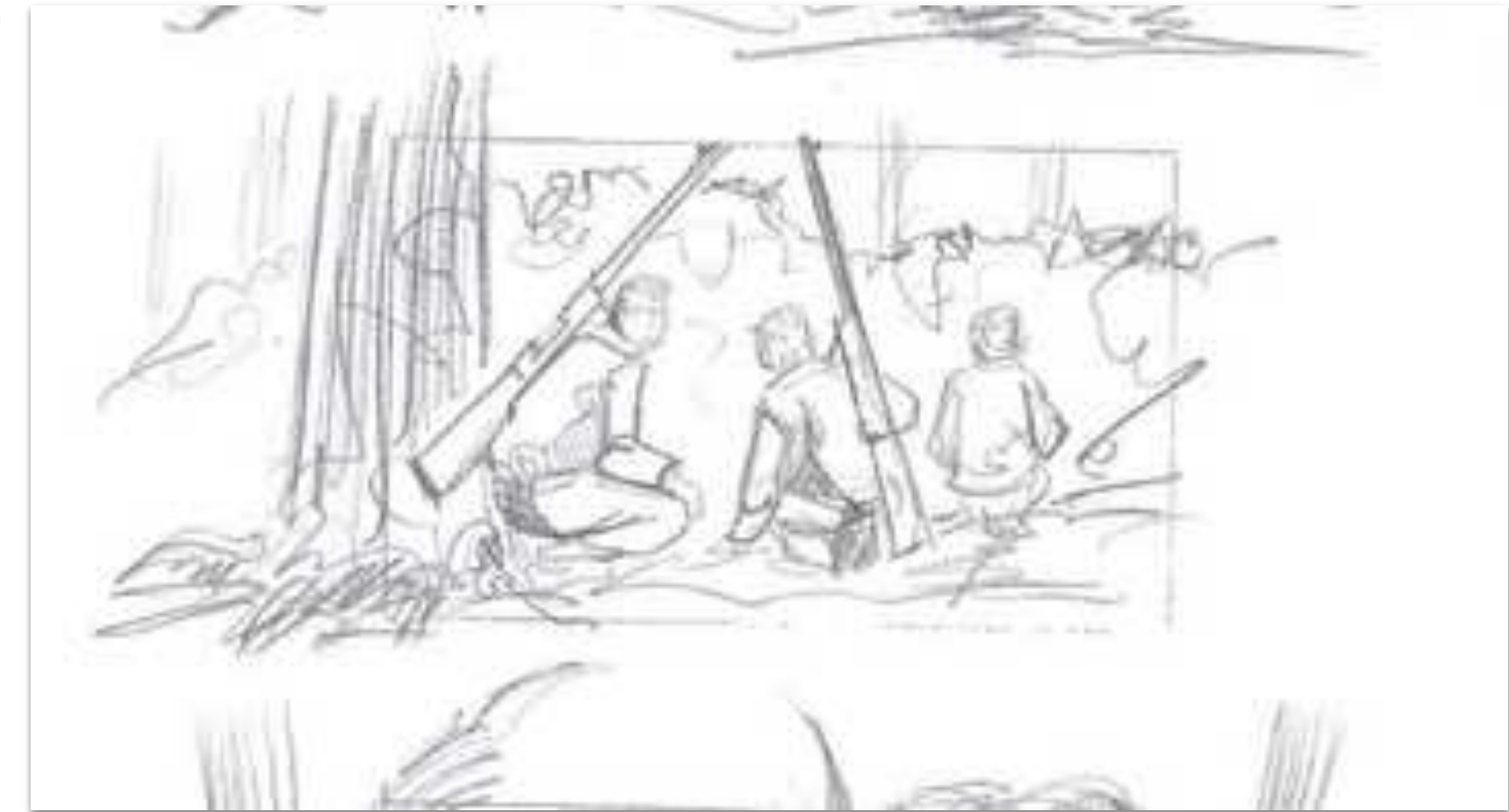
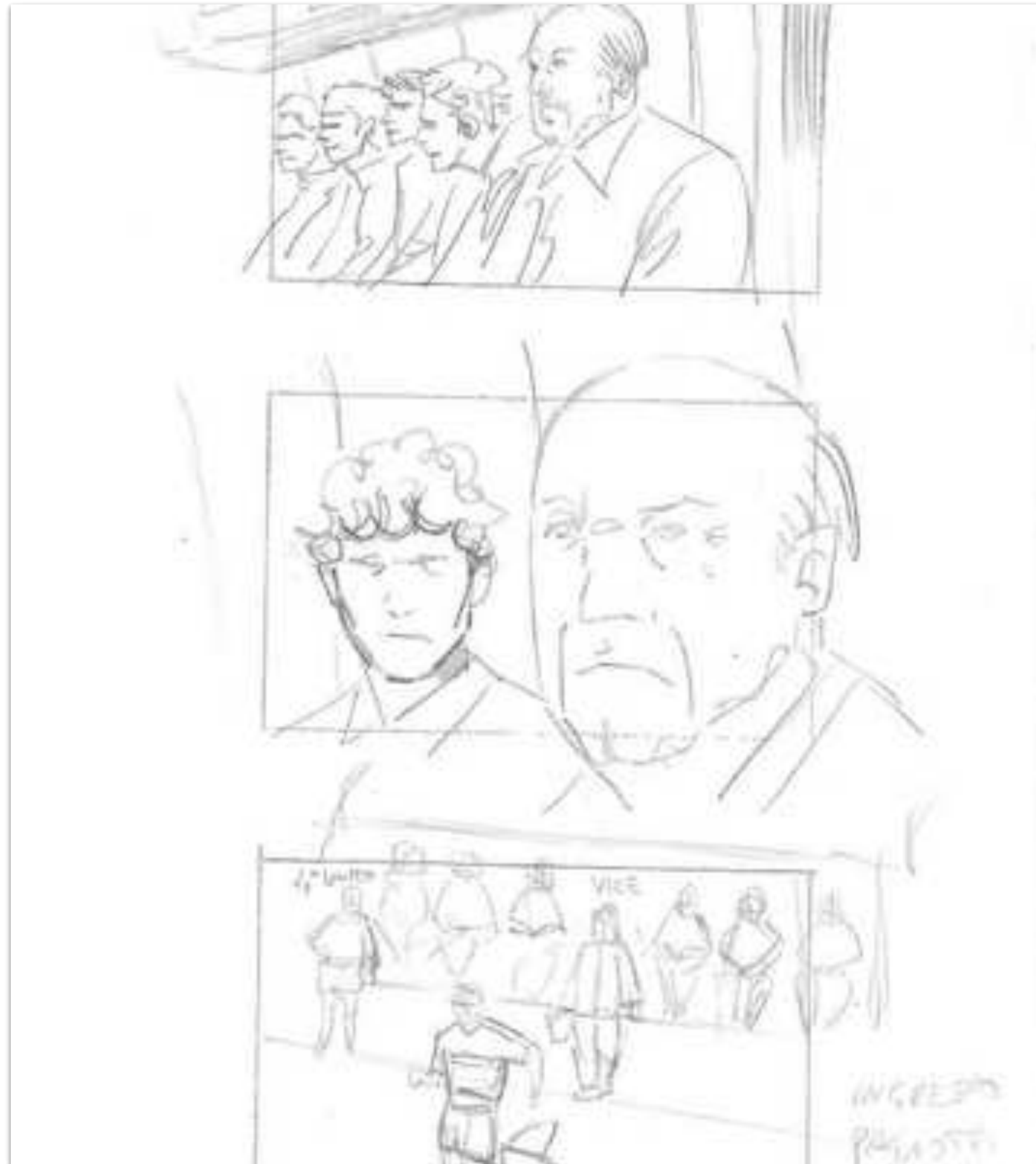
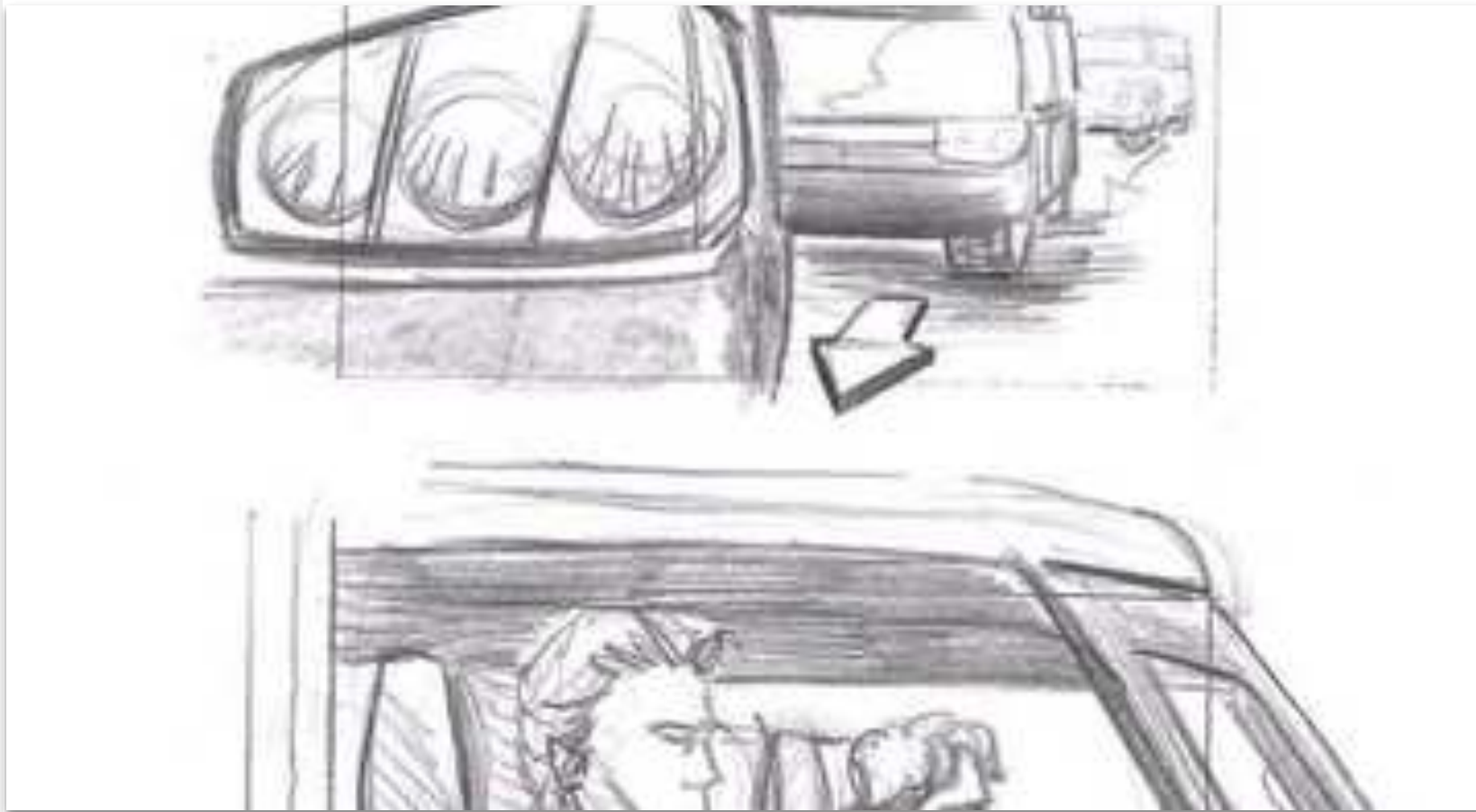
Web Design and Flash Design

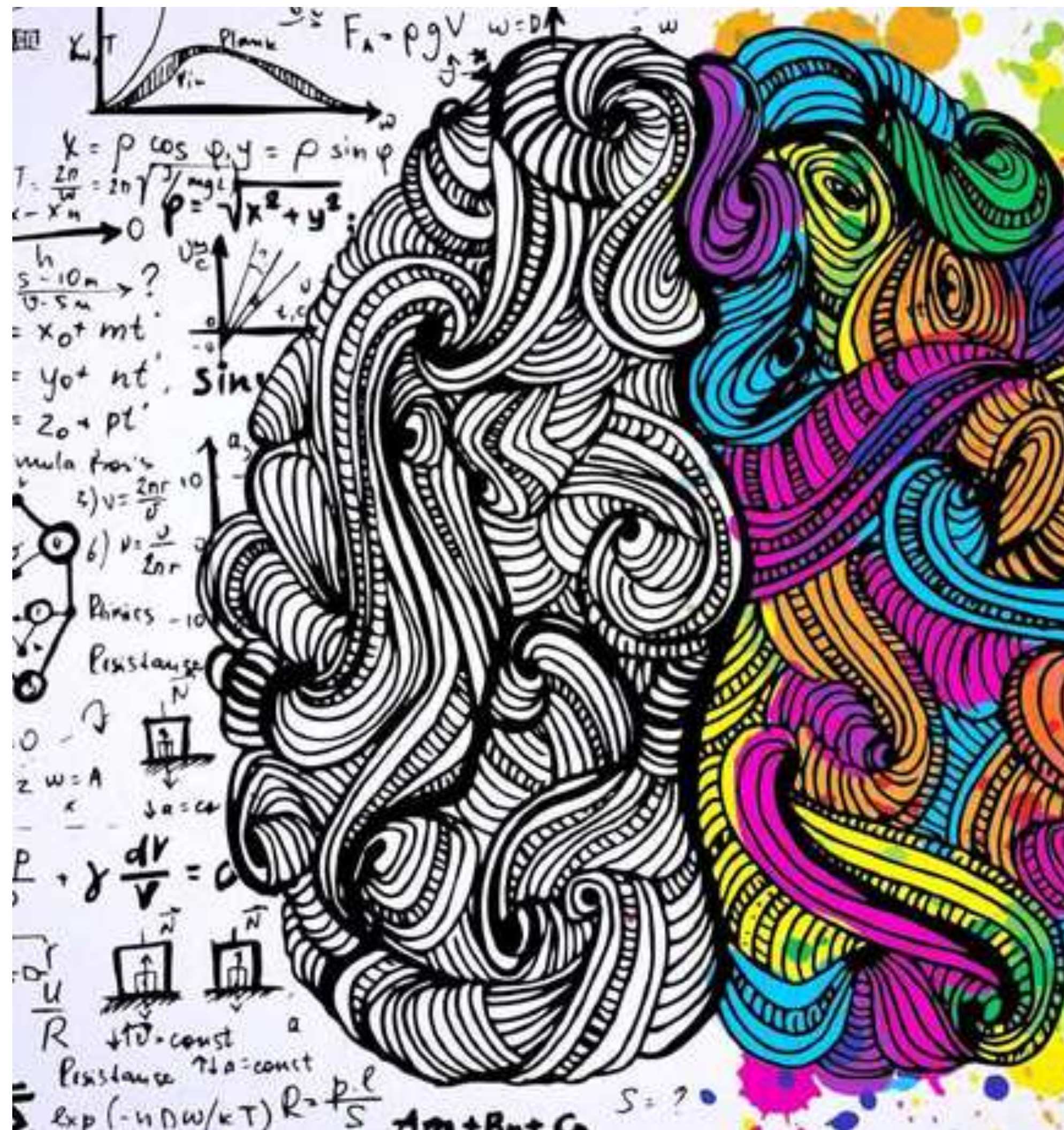
more and more



Storyboards Cleanup

more and more





Old Personal Project

Video Project

Video player

1.

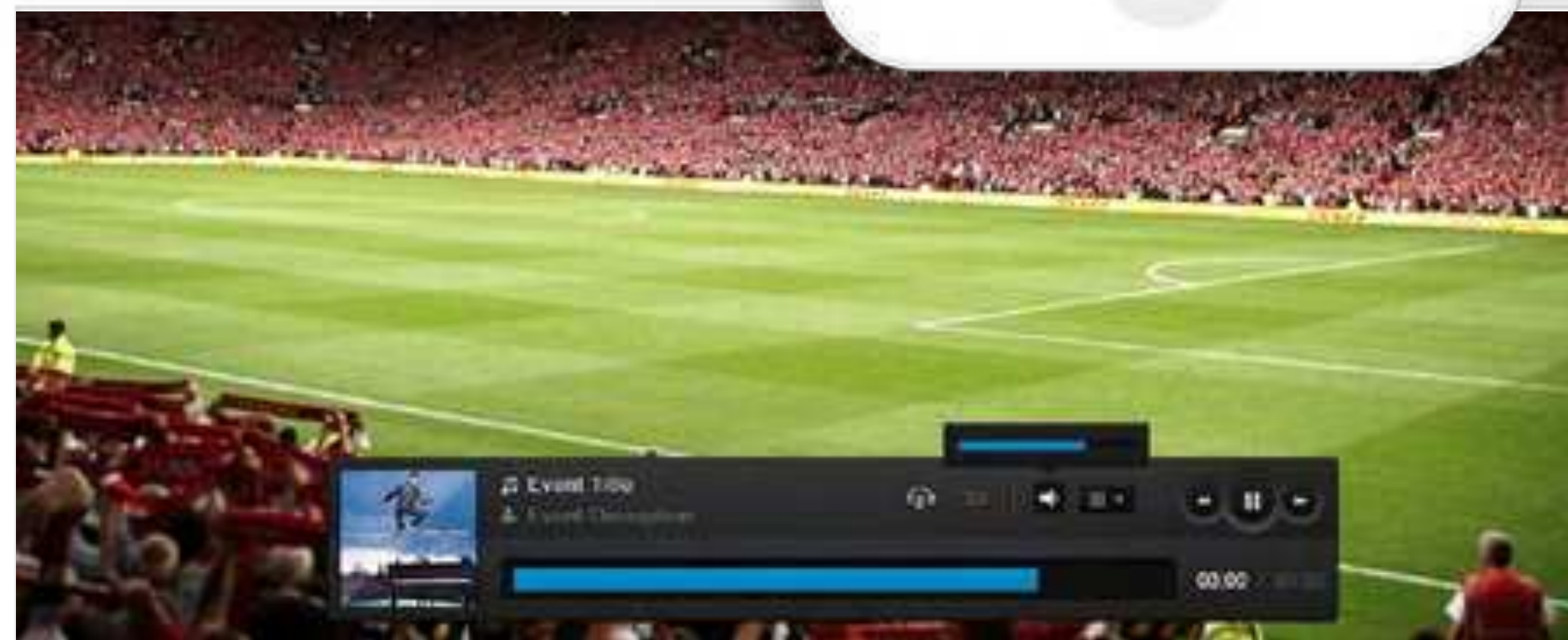
UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design



Backend Project

Betting CMS

1.

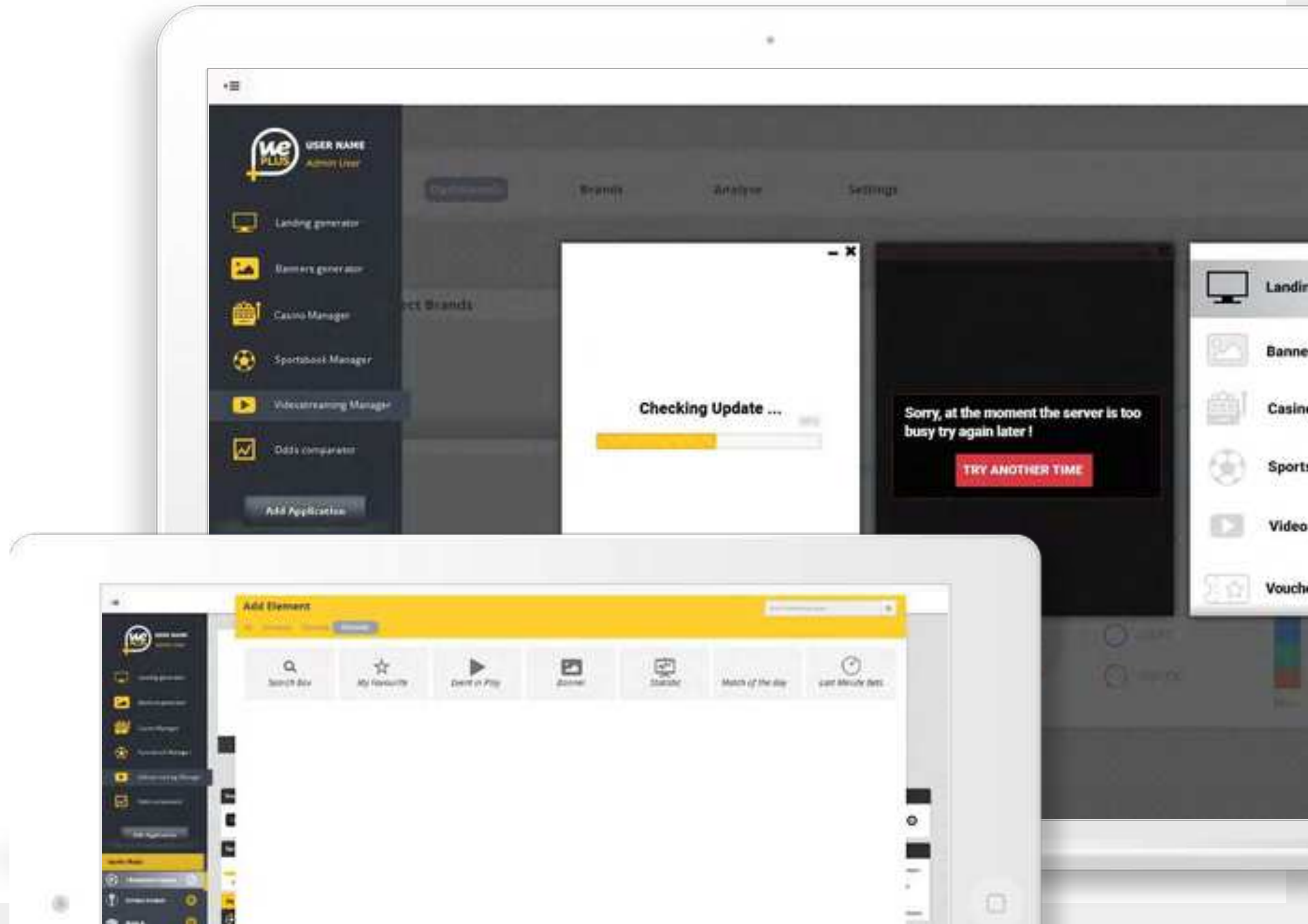
UX

Design of user interaction with the web application

2.

UI

Design of User Interface Design



Voice User Interface Project

USA Sportsbook

1.

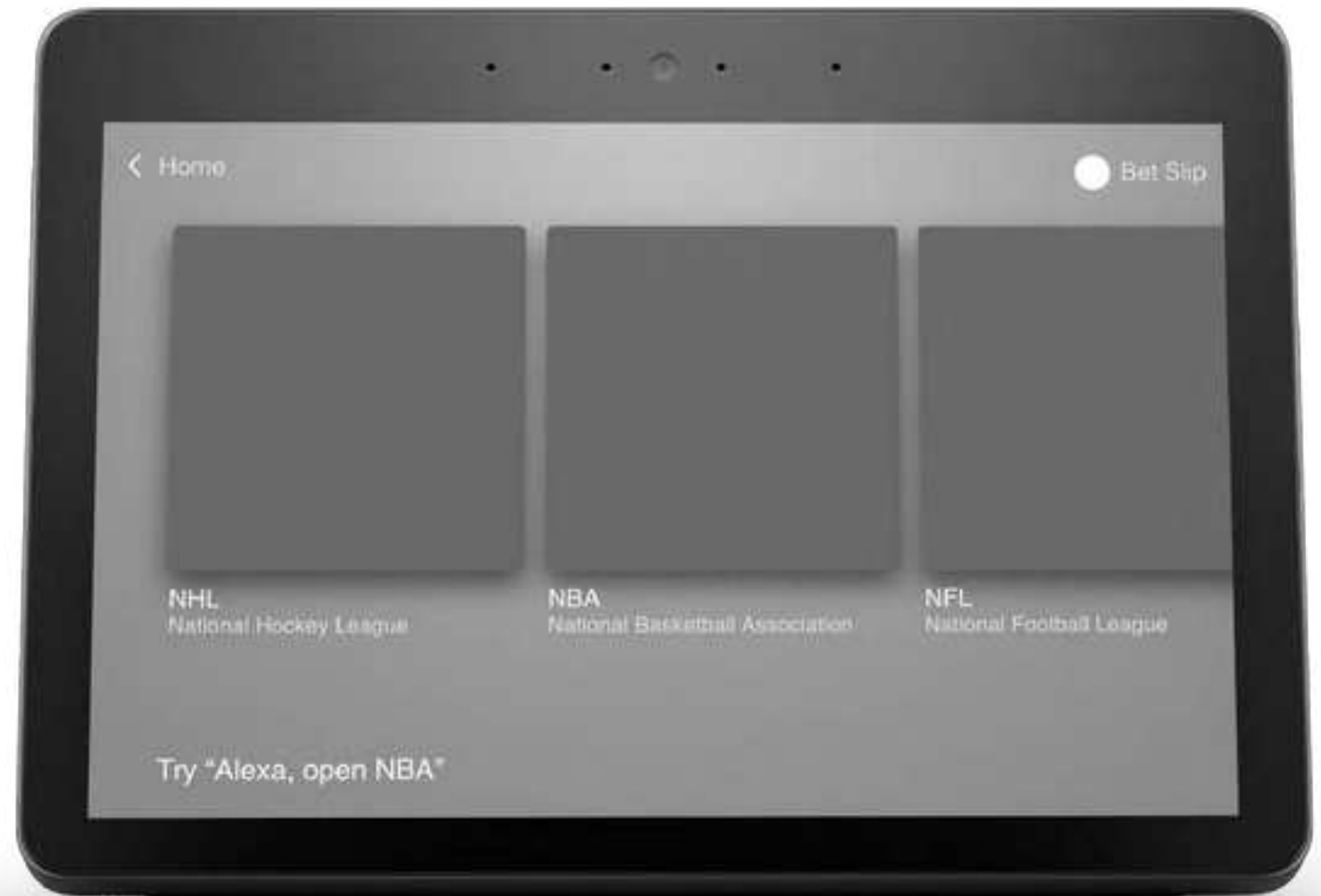
UX

Design of user interaction with the web application

2.

VUI

Design of Voice User Interface Design



Kiosk Project

Kiosk

1.

3D Design

Visualize the Idea

2.

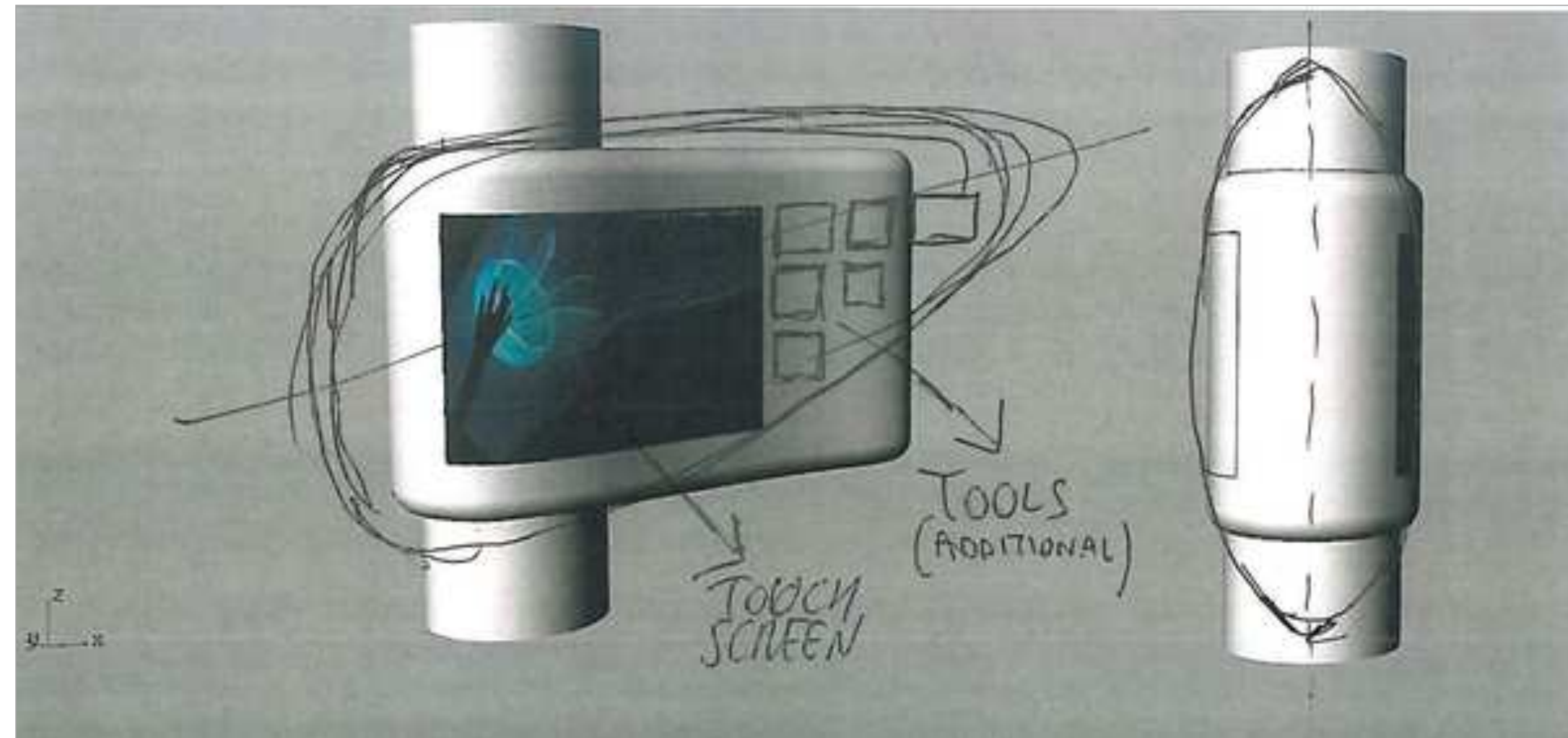
UX

Design of user interaction with the kiosk and application

3.

UI

Design of User Interface
Design Application



TV Project

TV

1.

Conceptual idea

Visualize the Idea

2.

Graphic Design

Creation of logos and all the elements

3.

3D Design

Visualize the Idea



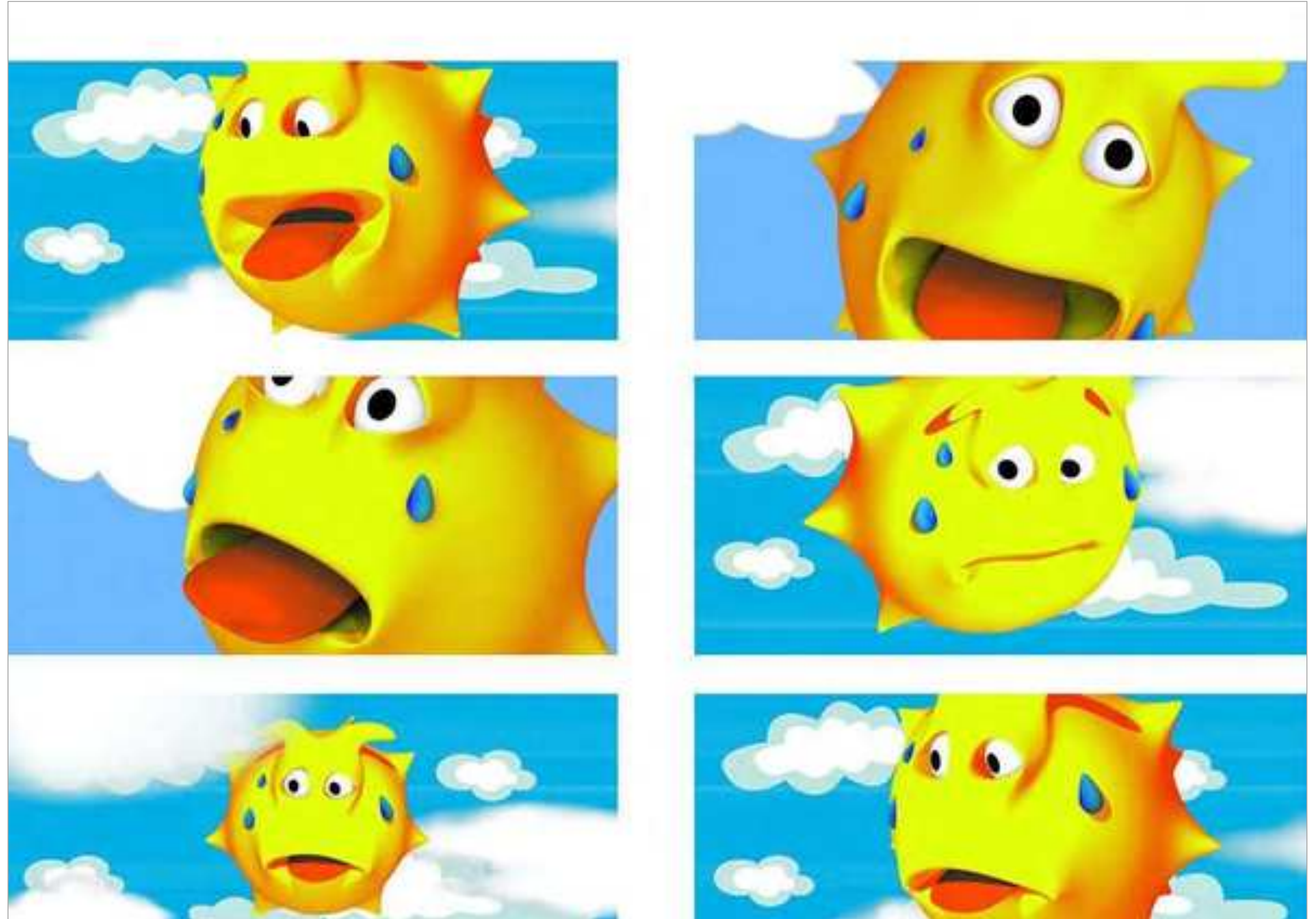
3D Project

3D

1.

3D Design

Visualize the Idea



*Thank
You!*

alessiogarofalo.com

