

# CLAYTON GALEA

Graphic Design / Marketing

## CONTACT INFO

**Name & Surname** - Clayton Galea  
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Malta  
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**Portfolio** - www.claytongalea.com  
**PDF** - <https://bit.ly/3Sz2Nlx>  
**Date of Birth** - 02/07/1985  
**Nationality** - Maltese

## PROFILE

Hi, I'm Clayton Galea from the lovely island of Malta, Europe. I have studied IT areas, from software to design. I have 15 years of commercial experience which over 9 of them are with iGaming companies. Part of my role was always heavily involved in marketing campaigns for different markets.

I'm always willing to have new experiences, learning and excelling at new technologies as needed. Highly driven to success and self-motivated. Having excellent problem-solving abilities and result oriented. Friendly, with a positive relation with others and a can-do attitude. Excellent teamwork, team-leading abilities and welcomes new challenges with enthusiasm.

## LANGUAGES

### MALTESE

**Understanding** - Very Good  
**Speaking** - Very Good  
**Writing** - Very Good

### ENGLISH

**Understanding** - Very Good  
**Speaking** - Very Good  
**Writing** - Very Good

### ITALIAN

**Understanding** - Very Good  
**Speaking** - Very Good  
**Writing** - Good

## SKILLS

### SOFTWARE

- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- Microsoft Office

### OS SPECIALITIES

- Mac OS
- Windows

### SKILLS & EXPERTISE

- Design and Development
- Graphic Design
- Web Design
- Typography
- Layouts & Compositions
- Font & Color Management

### MARKETING & ADVERTISING

- Promotional Concepts
- Promotional Material
- Social Media Promotion
- Direct Mail
- Adverts and Billboards
- Retail Marketing

### TEAM MANAGEMENT

- Staff Inspiration & Training
- Human Resource
- Hiring & Recruiting
- Project Management
- Production Oversight
- Budget Management
- Presentations

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## WORK EXPERIENCE

### **Freelance Graphic & Web Designer at Branding Prestige**

January 2012 - Present

Creating and distribute assets within the guidelines provided targeting several markets for multiple clients. Create bespoke content for engagement of customers in different markets as requested by clients. Understanding and developing mobile/web design concepts. Conducting frequent, interactive usability testing in parallel with development.

Working closely with the Marketing teams, Brand management, Developers, Content and other various third parties to obtain requirements for graphic designs and develop web enhancements. Designing and implementing affiliate banners, newsletters, social media pages, marketing emails & landing pages in the languages required. Designing merchandise in close collaboration with the commercial teams.

Designing operational newsletters for internal company usage (e.g. company events, etc). Providing designs for physical realization (e.g. exhibition stands, office space, etc). Handling day to day production of all promotional campaigns. Making sure all related design files are organized, so any other designer can follow up on the artwork if needed.

### **Design & Brand Coordinator at NSUS Malta Limited - GGPoker**

November 2022 - June 2023 (8 months - terminated due to an internal reorganisation)

Create and distribute GGPoker assets for different European countries, considering local compliance, market conditions and competition. Create bespoke content for engagement of poker customers in different European markets as requested by Country Managers.

Design merchandise in close collaboration with the Country Managers. Managing the art production of commercial stands for events like WSOP Circuit Venlo at the Holland Casino.

Recommend improvements and ensure coordination with the central branding and design team. Keep abreast of advertising standards and consumer protection laws and standards in the Relevant Markets. Ensure all marketing approvals are consistent across the group and comply with license requirements, local marketing laws and best practice within the industry.

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## WORK EXPERIENCE

### **Creative Marketing Manager at Booming Games**

October 2020 - October 2022 (2 years)

### **Marketing Graphic Designer at Booming Games**

January 2019 - October 2020 (1 year 10 months)

Leading the company's Art Marketing team and directing the production of marketing material and promotional campaigns for slot games, to be used by clients for advertising on websites and social media. Research, develop concepts and communicate creative ideas to the design team.

Overseeing the production, supervise and assist the marketing creative team. Oversee the marketing creative department by training, assigning tasks, scheduling, and mentoring staff. Mentor artists on quality standards and improvements. Collaborate with the creative design team to complete projects on tight deadlines. Create and maintain the visual look for all graphics ensuring that all marketing materials are visually engaging with a clear message. Ensure consistency in design across all the online and offline marketing channels for all our products. Work closely and assist Brand Manager with marketing ideas and assets, handling the company's corporate image and communication. Maintaining the company's social media profiles.

Work closely with Art Director & Product Owners to brainstorm new game ideas and provide feedback to ensure that game design and marketing art is aligned with the overall marketing objectives. Provide feedback to the company's creative team and helping the team with games planning and design process. Working closely with the Product team, Account Manager team and other various third parties to obtain requirements for designing and implementing the marketing pack which includes lobby icons, banners, newsletters, social media pages, marketing emails & landing pages in the languages required.

Designing merchandise in close collaboration with the commercial teams. Managing the art production of commercial stands for exhibitions like Sigma and ICE.

Handling day to day task planning of all promotional campaigns. Making sure all related design files are organised, so any other designer can follow up on the artwork if needed. Quality check all design and production output to ensure completed work is error free, meets the brief, and achieves the desired design standards. Conducting frequent, interactive usability slot games testing in parallel with development. Researching and keeping up to date with the latest industry trends.

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## WORK EXPERIENCE

### **Graphic Designer at Europe Entertainment Ltd.**

August 2017 - January 2018 (6 months Company Closed)

Creating new brands within the guidelines provided targeting several markets. Understanding and developing mobile/web design concepts. Creating wireframes, mock-ups and prototypes to help in the design process. Conducting frequent, interactive usability testing in parallel with development.

Working closely with the Marketing teams, Brand management, Developers, Content and other various third parties to obtain requirements for graphic designs and develop web enhancements. Designing and implementing affiliate banners, newsletters, social media pages, marketing emails & landing pages in the languages required. Designing merchandise in close collaboration with the commercial teams.

Designing operational newsletters for internal company usage (e.g. company events, etc). Providing designs for physical realization (e.g. exhibition stands, office space, etc). Handling day to day production of all promotional campaigns. Making sure all related design files are organized, so any other designer can follow up on the artwork if needed. Quality check all personal design and production output to ensure completed work is errorfree, meets the brief, and achieves the desired design standards. Researching and keeping up to date with the latest industry trends.

### **Graphic Designer at Fexserv Financial Services Ltd.**

May 2014 - August 2017 (3 years 4 months)

Responsible for graphic and web design. Concept design creation, leading-edge marketing and web solutions for inhouse. Project testing and quality control for web, print and mobile. Manage social media campaigns and day-to-day activities. Dealing with material suppliers and management of outsourcing work. Social Media Duties - Graphic Design - Web Design - Marketing and Branding - Design Quality Control - Print Quality Control

### **Design Studio Manager at Brokenaxe**

January 2010 - March 2012 (2 years 3 months)

Responsible for design and development team. Concept design creation for clients and inhouse. Setting up client meetings and dealing with requests to meet their needs. Leading team on projects from start to finish. Project testing and quality control both web and print. Dealing with material suppliers and management of outsourcing work. Operations and HR management of the company. Duties - Graphic Design - Web Design - Studio Team Management - 5 - 10 Persons - Office Management - Marketing and Branding - Dealing with clients - Submitting Quotations and Tenders - Design Quality Control - Print Quality Control - Basic Accounts

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## REFERENCES

**NSUS Malta Limited - GGPoker Europe**

**Marco Trucco** - Managing Director

+356 7713 0910

**Real Dealer Studios**

**Shane Cotter** - Chief Product Officer

+356 7960 7979

**NSUS Ltd - GGPoker**

**Dylan Edwards** - Designer & Brand Manager

<https://www.linkedin.com/in/dylan-edwards-a410a421/>

**Real Dealer Studios**

**Amritansh Nihit** - Creative Lead

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**NSUS Malta Limited - GGPoker**

**Yanika Cilia** - HR Manager

<https://www.linkedin.com/in/yanika-cilia-208553128/>

**The Gift Voucher Shop Ltd.**

**Joseph Attard** - General Manager

+356 7799 6058

**NSUS Malta Limited - GGPoker**

**Matthias Schüller** - Head of Malta Office

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**Alpine Group**

**Lawrence Buttigieg** - CEO

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