



# Erica S.

HEAD OF DESIGN/ DEV. & GRAPHIC/ WEB DESIGNER  
EST. 23.04.1984

## ABOUT ME

Hi! I'm Erica. I'm currently a Head of IT/ Dev in an igaming company. I'm a passionate in the work that i do, I love to give an extra mile to deliver a product successfully to every user. I'm a person that believe in team work, oraganised and love to plan things ahead, believe that in every mistakes we learn new things and love to share and hear opinions.

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📍 Malta

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## Experience

### E-PLAY24 HEAD OF IT/ DEV. | '14-'16

General duties at E-Play24 is to plan, coordinate and give a hand in work with the team to execute work. Work is vast from improving a product, developing a product, designing a campaign and maintaining servers and DNS...etc

### E-PLAY24 SENIOR DESIGNER | '12-'14

My duties, were designing newsletters and campaigns, website backgrounds, improving graphic websites, animated banners for affiliates, created websites and mini websites.

### PLAYPEARLS GAME DESIGNER | '12-'14

My duties was to design and invent vector graphics for slots games. After then I created it's game logo and banner of game to advertise.

## Education

**DIPLOMA IN  
MANAGEMENT | '15-'16**  
MALTA BUSINESS SCHOOL

**AUTOCAD  
2D & 3D | '04 -'05**  
UNIVERSITY OF MALTA

**GRAPHIC DESIGN  
CERTIFICATION | '02-'05**  
MCAST ART & DESIGN

**THE JOURNEY MAN  
CERTIFICATION IN GRAPHIC  
DESIGN | '02-'05**  
THE APPRENTICESHIP SCHEME

## Trainings

ANIMATON WITH FLASH

## Languages

Maltese English Italian  
★★★★★ ★★★★★☆ ★★★★★☆

## References

 Martin Christiansen - Affiliate Manager  
T: 9919 5699 | E: Mchristiansen84@live.com

 Chris Zarb - Graphic/ Web Designer  
T: 7906 9165 | E: chriszarb1@gmail.com

## Awards

 National contest. Winner of the logo design  
"PREMJU INNOVAZZJONI U KREATTIVITÀ"

## Skills

CREATIVE DIRECTION

USER EXPERIENCE

INTERFACE DESIGN

IMAGE EDITING

HTML/CSS

ANIMATION

WEB DESIGN

GOOGLE ANALYTICS/ SEO

CREATIVE SKILLS

Creating & overseeing brands, mattking & executing brand guidelines. Versatile, adaptable, quick learner. Separating ideas into a simple strategy. Graphic design - UI, web, mobile.



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THANK YOU FOR YOUR TIME

Please contact me if you need more information about my background and qualifications.  
Your Sincerely, Erica S.

## PROFESSIONAL BACKGROUND

Recommendations view Linkedin profile: [mt.linkedin.com/pub/erica-spiteri/32/971/169/](https://mt.linkedin.com/pub/erica-spiteri/32/971/169/)

### **Head of IT/Dev Department**

#### **E-Play24 Malta**

**October 2014- present**

- Manage IT hardware/software
- Coordinate projects with Development team, plan test and execute
- Manage Junior Designer, brief and plan graphic materials for every promotion
- Assist Junior Designer to compose Poker/ Casino Newsletter – Design and html.
- Make sure our final product is user friendly and branded, efficient and give the best performance to the player, responsive to devices.
- Maintaining up to date our Casino and Poker websites through WordPress.
- Manage day-to-day operational aspects of projects, including identifying necessary resources and assigning individual responsibilities
- Import newsletter to Admin, test out and make sure it complaint to the player.
- Sending newsletters to existing/non existing players and monitor campaigns.
- Issue reviews/ reports of campaigns
- Cleaning databases
- Backups websites
- Set emails, dns and work that is related to servers
- Building/editing html's basic php programming where needed.
- Design/Program any graphic/web material related to marketing such as backend systems, lobby...etc
- Coordinate work with our software house
- Plan, Design and built campaigns Landing Pages.
- Design any marketing material for affiliates such as static/animated banners.
- Work directly with Casino and Poker manager in order to plan promotions.
- Work closely to the support agents for client's reviews and complaints.
- Keeping up to date in campaigns with big brands in order to stay in competition.
- Stay up to date with technology, get the best solution in order to make things automatic.
- Ensure projects are on track
- Manage It hardware/software

### **Corporate Senior Graphic/Web designer**

#### **Marketing**

#### **E-Play24 Malta**

**October 2012-November 2014**

- Maintaining up to date our Casino and Poker websites through WordPress.
- Poker/ Casino Newsletter – Design and html.
- Design and built campaigns Landing Pages.
- Design any marketing material for affiliates such as static/animated banners.
- Designing any graphic material related to marketing such as backend systems, lobby...etc
- Managing developers in order to ensure that final product is user friendly and branded.
- Work directly with Casino and Poker manager in order to plan promotions.
- Work closely to the support agents for client's reviews and complaints.
- Keeping up to date with big brands in order to stay in competition.

**DESIGNER (FREELANCE)****BMH****July 2012/ December 2015**

- Design sports book branding to clients
- Design and built up corporate identity of Affiliates
- Design affiliate websites with brand guidelines and assist developer in order to finalize work.

**TEACHER (PART-TIME)****MCAST – Malta College of Arts, Science and Technology****September 2014 to 2015**

- Lecturer of Adobe Photoshop

**DESIGNER (FREELANCE)****Play Pearls****October 2012/ August 2014**

- Create vector graphic art for online slots games
- Logo creations of games
- Game banners

**TEACHER (PART-TIME)****Gozo School of Fine Arts September****2004 to June 2013**

- Lecturer of AutoCAD, Graphic Design, Photoshop, Illustrator, Juniors Basic Art.

**CORPORATE WEB MASTER****Poker in Venice, Malta****January 2012 to October 2012**

- Designing and maintaing affiliates skins through Dot Net Nuke.
- Design Graphic for web

**CORPORATE WEB DESIGNER / GRAPHIC DESIGNER****Casino di Venezia, Malta****January 2008 to December 2012**

- Design web advertising and web graphics for our 3 portal websites
- Design all artworks in relation with poker tournaments or any activities or promotion that take place in the land based casino, maintain adverts on newspapers, advertise restaurant and keep with current promotions in relation with restaurant.
- Static Banners, Animated banners

- Updating the website through CMS (joomla)
- Newsletters.

#### **FREELANCER WEB DESIGNER / GRAPHIC DESIGNER**

**Corinthia Hotels Malta (CHI Hotels & Resorts)**

**January 2011 to December 2013**

- Promotional Flyers, adverts, animated and static banners

#### **GRAPHIC DESIGNER - FREELANCER**

**Ministry for Gozo / Education Department Gozo College**

**September 2004 to Present**

- Design Billboards, Poster and works related to graphics.

#### **WEB DESIGNER / GRAPHIC DESIGNER**

**Target IT Ltd, MALTA**

**January 2002 to October 2007**

- Building and maintaining websites up-to-date, design corporate identities, flyers, posters and other work related to graphics.

### **EDUCATIONAL BACKGROUND**

**PEODOLOGY TEACHING COURSE 2004**

**UNIVERSITY OF MALTA CERTIFICATE IN 2D AUTOCAD 2004**

**UNIVERSITY OF MALTA CERTIFICATE IN 3D AUTOCAD 2005**

**MCAST ART AND DESIGN GRAPHIC DESIGN COURSE 2002**

**JOURNEY MAN CERTIFICATE IN GRAPHIC DESIGN 2002**

**Art A- Level, O-Level 2002**

**ECDL - 2003**

**Computer O-Level**

**English O-Level**

**Maltese O-Level**

**Religion O-Level**

**Flash MX 2009**

## **LANGUAGES**

**Maltese** – Native

**English** – Very Good

**Italian** – Very Good

## **COMPUTER SKILLS**

Excel, Word, Power Point, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Flash, Dreamweaver, AutoCAD, HTML, CSS, Fireworks, Dot Net nuke, Joomla, Wordpress

## **TECHNICAL SKILLS**

Evaluator for the purchase of IT equipment for the new extension of the Gozo centre for Art and crafts, Keeping up servers, domains and manage DNS.

## **SOCIAL AND ORGANIZATIONAL SKILLS**

Teaching experience for the past 6 years with mixed ability students aged between 7 to 65 years of age.

Organizing Exhibitions, Websites and in charge of Socrates and Grundvic program for the Gozo Centre for Art and Crafts.

## **ARTISTICS SKILLS**

Illustrated vector art graphics for slots games.

## **HOBBIES/ INTERESTS**

Cinema, Swimming, Socializing, Music, Reading Books, Exploring other countries, Tennis

## **RECOGNITIONS**

Premju Innovazzjoni u Kreattività - National contest. Winner of the logo design, Directed ICE 2016 Exhibition Stand London, Excel London

## **Websites**

[www.casinoplex.com](http://www.casinoplex.com)

[www.pokerplex24.com](http://www.pokerplex24.com)

<http://Live.casinoplex.com>