Betgenius Sportsbook Prototype

Senior product designer (UI/UX)

10 person project team: PM, BA, 2 x Design, 2 x Dev, 1 x Tester

https://sportsbook-frontend-demo.netlify.app/

The Project

Betgenius set out to launch a white-label sportsbook product that incorporated their proprietary live-betting feeds. The goal was to create a modular, brandable front-end experience that could support distributed development teams and rapid prototyping for both internal validation and external sales.

What I Did

I led the design stream of the project and managed two other designers. My responsibilities included:
- Designed key user journeys (e.g. placing bets, cashing out, browsing markets), with variations based on customer segments
- To meet the challenge of designing at speed, we developed a modular design system and interactive component library, built in React and Material UI
- Ran the first internal POC-athon — rapid build-and-validate workshops
- Created workflows for testing with real users via interactive prototypes. This significantly reduced the delivery time between design and dev handover
- Led design/dev collaboration to build UI components usable by both disciplines.

The Result

The Cash Out feature - designed, user-tested, and launched in under a week - boosted single and multi-bet margins by over 5% and quickly scaled to two more brands. The modular system accelerated delivery across the wider sportsbook initiative. The design system and dev collaboration model set a new standard at Betgenius, enabling scalable, testable, and brand-ready experiences with greater cross-team efficiency.