

# STEFAN VELLA

GRAPHIC DESIGN

Hi, I'm Stefan and I have over 15 years experience working in gaming marketing design and some experience in web development and I am based in Malta. The latter which I've carried over and has assisted me as a graphic designer. During these years I've gained a wide range of skills and expertise in multimedia and graphic design. I truly enjoy working within a team but I'm also comfortable working independently. I enjoy challenging myself with learning new and more efficient ways to improve my skills. My colleagues describe me as fast and able to work under pressure while maintaining an eye for detail.

As a senior designer at Spinbet/Spinbit I helped out with the launch of the new site by helping create the look of the thumbs and banners to match the new site layout. Previously at Betsson, I took care of creating different types of media that are used as email, onsite, affiliates, Bannerflow, print etc. In 2015, when working for Amaya, I upgraded and supervised all visual creatives through a migration to a new platform.



## Some of the things I can do:

- Follow/Create brand guidelines
- Discuss and brainstorm ideas for concepts
- Use Photoshop effortlessly, with over a decade of experience under my belt of using it daily
- Able to create for web or for print or any other medium you would require
- 2D and 3D animation, ranging from frame by frame to tweening
- Very proficient with the rest of the main apps of the Creative Adobe suite (Illustrator, Indesign...)
- Interactive Banners with HTML 5 and CS3 and Bannerflow
- HTML & CSS – Create and build web layouts, animated landing pages, email design and building
- Knowledgeable at 3D animation and modelling
- Keep up to date with design trends
- Tech curious and go-getter; always on the search for new technologies/techniques that can improve my work

## Past Experience:

|                                                                                    |                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Jan 2023- May 2025 <b>Spinbet</b><br>Senior Graphic Designer                       | Helped with the restructuring and rebranding of Spinbit and its sister brand Spinbet. This involved cementing the look for the thumbnails and web banners. Started getting more comfortable using AI as a work tool.                                                               |
| Aug 2017 - Dec 2022 <b>Betsson</b><br>Marketing Graphic Designer                   | Worked on different brands simultaneously but mostly on Nordicbet. A lot of focus on sports betting that involved a lot of photo manipulation.                                                                                                                                     |
| Dec 2016 - Jul 2017 <b>Casino Room</b><br>Marketing Graphic Designer               | Working here involved using creative solutions as I lacked access to stock images, so a lot of the work was illustrated by me or done from scratch.                                                                                                                                |
| April 2014 - Dec 2016 <b>Amaya/Dumarca</b><br>Graphic Designer                     | I joined by contract when they were migrating to a new platform. I upgraded and supervised all visual creatives during this time and we delivered before the deadline. I was offered a full time job after the contract expired and took care of all the day to day graphic needs. |
| Nov 2013 - April 2014 <b>JDB Printing</b><br>Print Graphic Designer/Front Desk     | For a brief while I worked at JDB Printing to help customers with their custom designs for flyers, leaflets, business cards etc.                                                                                                                                                   |
| Mar 2010 - Aug 2013 <b>Island Gate</b><br>Marketing Graphic Designer               | I took care of designing, developing, testing and sending custom emails to clients and onsite banners. At the time the bingo lobbies were created in flash, so I proposed the idea of animating the patterns which later became a staple.                                          |
| 2009-2010 <b>Holistic Technologies R&amp;D</b><br>Web and Flash Developer/Designer | I designed and developed websites like Honda.com.mt and Hyundai.com.mt using Dot Net Nuke framework and Actionscript 3.                                                                                                                                                            |

## Skills:

- Photoshop: bitmap manipulation such as day to day banners and general design.
- Illustrator: vectors that may include logos and icons.
- Blender: 3D assets that can be used for static and animated banners.
- AfterEffects: editing videos that could be promos/background video etc.
- Figma: collaborate with other designers and build prototypes and wire-frames.
- Indesign: Print Layouts and other relevant tasks.
- Notepad: basic scripting and HTML and CSS to create landing pages, emails and what's necessary.



## Education:

### 2006-2007

International Advanced Diploma in Computer Studies: NCC Educ. Limited – STC Training

### 2005-2006

International Diploma in Computing Studies: NCC Educ. Limited – STC Training

### 2000-2005

Saint Aloysius' College - B'Kara

## Personal Interests:

Boardgames, drawing, collecting fantastical miniatures, sailing, reading comics and recently I've delved into the world of 3D printing! Though, of course, what designer worth his mettle is not into art, music or photography? I've always been mesmerised by the power of these mediums to convey a powerful message to the viewer. I have plucked a few strings on my guitar every now and then and often hours melt by when focused on a sketch with a pencil clenched firmly in hand. However, the magic of holding on to a moment in time with the ease of pushing a simple button has to be one of humankind's greatest achievements! I love it!