

Anton Bulatetskiy

Lead Designer / Art Director · iGaming

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Designer with 9 years of commercial experience. For the last two years I have worked on casino products and affiliate creatives. I design casino brands, VIP and loyalty programs, deposit flows and design systems, and I take them all the way to a working interface in the platform's CMS. I led a team of 3–4 designers and built its process from scratch.

EXPERIENCE

WinCraft Casino · Head of Product, Product Manager, Design Lead Mar 2026 – now

White-label casino on SoftGamings for Latin America (BR, MX, AR, CL, CO). The team has since moved to a new casino launch.

Retention

- Designed a 3-tier VIP program: progression logic and the player's path between tiers.
- Designed a 20-level loyalty program: reward logic and user flow.
- Created a gamification concept where player gear works as a bonus builder.

Product

- Rebuilt the deposit UI: fiat and crypto tabs, currency select, payment method grid.
- Redesigned desktop navigation and built a clickable prototype.
- Built a library of HTML/CSS widgets for the platform CMS with one design system in EN, PT-BR and ES-LATAM.
- Restyled the stock platform theme into the brand and built a custom mobile navigation.
- Made geo landing pages with wheel and bonus mechanics for paid traffic.

Team

- Managed a UI designer: set tasks, reviewed work, ran QA on the build.

Casino operator, NDA · Designer May – Aug 2025

- Designed site interface and visual elements for a B2C casino, plus creatives for paid traffic.

Affiliate team, NDA · Designer May – Dec 2025

- Creatives, funnels and landing pages for crypto and finance offers.

Arbitrage company, NDA · Design Team Lead 2024 – Apr 2025

- Led 3–4 designers: set tasks, reviewed and accepted work.
- Built the team's workflow from zero.
- Produced creatives for gambling, finance and crypto offers.

Freelance · Designer 2023 – 2024, Dec 2025 – Mar 2026

- Gambling and affiliate creatives. Brand packaging and mascots for new casinos and arbitrage teams.

PayDo · In-house Designer / Illustrator 2020 – 2023

- Illustrations, animation and graphics for a payment service's product and marketing.

Email landings for casinos · Designer, part-time 2021 – 2022

- Designed and built casino emails adapted for mail clients. This is where I learned HTML/CSS.

Design agency · Designer, then Art Director 2017 – 2019

SKILLS

Design

Casino brand concepts, UI, design systems, landing pages, creatives, illustration

Tools

Figma, Photoshop, Illustrator, HTML/CSS in CMS, AI tools for production

Product

VIP, loyalty and gamification mechanics, user flows, requirements, handoff, QA

Domain

iGaming, LatAm markets, affiliate traffic, payments

EDUCATION & LANGUAGES

Igor Sikorsky Kyiv Polytechnic Institute, 2013–2019. BSc Economic Cybernetics, MSc International Management.
Ukrainian and Russian: fluent. English: reading only.