



Tudor Crăciun

Senior Product Designer at Arrise

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Portfolio

tudoronux.eu

Experience



Malta

Arrise

Senior Product Designer

January 2026 - Present (7 months)

Focused on the Pragmatic Play lobby experience, making it cleaner and easier to navigate

- Explore better ways to present key game information;
- Work on lobby improvements, from structure and navigation to game discovery;



Ta' Xbiex, Malta

Betsson Group

Product Design Manager

May 2023 - December 2025 (2 years 8 months)

Built a small product design team that works the way it should, collaborative, agile, and friendly.

- Help projects deliver on time and explain why we built them that way;
- Use Maze, Hotjar, and quick tests to validate ideas fast so we move with confidence, not hunches;
- Keep growing Chroma, our component system;



Ta' Xbiex, Malta

Betsson Group

Senior UX Designer

November 2021 - May 2023 (1 year 7 months)

Landed in Malta on a Friday, started at Betsson on Monday, and by mid-month, I was rebranding a casino

- Started Chroma, our component system;
- Started slow, first quest was to rebrand a casino;
- Helped people see UX is more than wireframes, literally one slide at a time;



Bucharest, Romania

Hogarth & Ogilvy

UI/UX Designer

July 2018 - October 2021 (3 year 5 months)

As the brand book guardian for Emirates, I made sure the brand's identity was consistently represented across all platforms and media because nothing says "premium airline" like a perfectly aligned Fly Better logo;



Iasi, Romania

Irresistible Me

Graphic Designer

October 2016 - July 2018 (1 year 10 months)

Education

Alexandru Ioan Cuza University of Iasi

Bachelor's Degree, Marketing/Marketing Management, General · (2012 - 2015)