



Fran Chircop

UX Architect

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PROFILE

UX Architect and design leader with a passion for bridging strategic thinking and hands-on delivery. With deep experience in product and UX architecture, I approach user experience through both a human-centered and technical lens. I've led UX initiatives in fast-paced product environments, enabling teams to deliver exceptional experiences through clear strategy, strong cross-functional collaboration, and scalable design practices. I bring energy, optimism, and a solution-oriented mindset to every challenge, always looking for smarter ways of working for both users and teams. Outside of work, I'm a passionate foodie and fitness enthusiast, and during the summer you'll most likely find me recharging on a sunny beach in Greece.

EXPERIENCE

UX Architect

Jul 2024 — Present

Betsson Group

- Lead high-level UX architecture and strategy for product ecosystem.
- Align complex design requirements with technical feasibility and long-term business goals.
- Mentor designers and lead Design System decisions.
- Journey mapping user experience across markets, identifying drop-off points and improvements.
- Improving process and ways of working across all product design teams.

UX/UI Manager

Mar 2022 — Jul 2024

BeyondPlay (Betsson Group)

- Managed design department, overseeing product visual and functional evolution.
- Led front-end & back-office design for Multiplayer & Jackpot products.
- Established design processes and mentored team members.

Senior UX/UI Designer

Sep 2018 — Feb 2022

Betsson Group

- Improved interface and UX across multiple brands within Sportsbook vertical.
- Designed user flows and prototypes; collaborated with POs, developers, and stakeholders.
- Utilized Figma, Sketch, and InVision to streamline communication and feedback.

UX Specialist

Oct 2017 — Sep 2018

Betsson Group

- Improved internal tools by shadowing users to create more intuitive UIs.
- Performed task analysis, updated flows, and iterated on designs based on feedback.

UX Coordinator

Jan 2017 — Oct 2017

Betsson Group

- Improved landing pages using WordPress, CSS, and HTML, informed by analytics.
- Managed A/B testing, user test setup, and daily landing page sign-offs.

Content Coordinator

Dec 2015 — Dec 2016

Betsson Group

- Managed site content, built SEO-friendly templates, trained coordinators.

Product Coordinator

Feb 2014 — Nov 2015

Switch Digital Ltd

- Bridged clients and developers, translating technical docs into clear requirements.
- Launched Beewits, a project management tool based on daily task optimization.

Cabin Crew

May 2007 — Jan 2014

Emirates Airlines & AirMalta

- First, Business, and Economy class service. Crowd management, service recovery, sales targets.

EXPERTISE

Design Leadership

Design dept. management, mentorship, scaling operations

Product Architecture

Information architecture, navigation & journey mapping

Execution

End-to-end UX/UI, research, wireframing, prototyping

Collaboration

Cross-functional team alignment & relationship building

SKILLS

Design Tools

Figma Sketch InVision

Photoshop WordPress

Technical

CSS HTML A/B Testing

User Research Wireframing

EDUCATION

Diploma in Interior Design

Rhodes International
May 2018

Diploma in Digital Marketing

Digital Marketing Institute
March 2014

Matriculation Certificate

Uni. of Malta Junior College
June 2007

LANGUAGES

English Fluent

Maltese Fluent

French Basic

Italian Basic