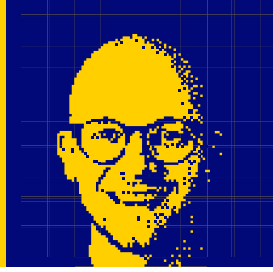
CV Rob Gill

A highly accomplished & experienced design leader



Product designer and design leader for sport, design systems and AI. Working remotely from a base in Preston, Lancashire.

I design products for sport, mostly football, betting and live data. I've led a 50-person design organisation across Betfair, Sky Bet and Paddy Power, and I've shipped products with teams of two. My specialism is bringing a startup way of working into large organisations: design systems that scale, experiments over opinions, and small teams that ship.

Today I'm back at Provius, the studio I co-founded in 2017. I'm building products for sports fans, helping clients in sport, media and betting, and exploring how AI changes the way we design.

Contact Details

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https://www.linkedin.com/in/robgil/

Location: Working remote, from a base in Preston, Lancashire.

Co-founder & Director Provius Ltd

2017 – Present (9+ Years)

In July 2026 I returned to Provius full-time. After five years leading design at Flutter, I wanted to put that experience to work on our own ideas as well as our clients'. AI has changed what a small team can do, so we now prototype, test and ship ideas far faster than before.

- Product design and design systems for clients in sport, media and betting
- Building our own products and experiments for sports fans
- Open-source Figma tools, including Retina Turner and Dither to SVG
- Sharing what we learn through writing, code and our upcoming podcast, Beyond Pixels

Earlier, from 2017 to 2021, we worked full-time with UEFA and delivered projects for FIFA and some of the biggest names in sports media and betting.

Head of Design Flutter UK&I

August 2021 – July 2026 (5 years inc. contracting)

- Led a 50-person design organisation across Sports, Gaming and Customer, and brought previously separate Sports and Gaming teams together for the first time
- Set up a design systems team and made the case to senior leadership that design systems belong at the heart of the front-end strategy
- Moved teams from opinion-driven decisions to hypothesis testing, measuring north star metrics rather than clicks
- Led the integration of UX research and a research-led approach to design
- Delivered two major platform migrations
- Championed AI tools across the design organisation, from rapid prototyping to design-to-code

UX Manager, Perform Media

November 2014 – September 2017 (3 years)

This was my first leadership role, working on Opta. I led UX across several products, set up design standards, and designed the official Copa América 2015 app, which reached number one in the sports category in 23 countries.

Initial Design Experience

September 2010 – November 2014 (4 years)

I started my design career designing greetings cards and aiding print manufacturing processes above the factory. First 10, a digital marketing agency in Leeds, followed for 3 years. My initial sports related clients such as Puma Football and Prozone.

A few numbers:

- 11+ years leading design teams
- Established design systems for startups and large organisations
- 50-person design organisation, across 2 major platform migrations
- Copa América app at number 1 in 23 countries, UEFA Gaming app used by 2.6M people worlwide

Specialisms:

- Product design for sport, betting and live data
- Design systems strategy
- Small teams inside big organisations
- Experimentation and research-led design
- AI-assisted design workflows

Current Tools & Technology:

- Figma: Design, FigJam, Figma Make
- AI tools: (this is changing all the time) Grok, Manus, Perplexity, Claude, Cursor, ChatGPT
- UserTesting.com
- Design Systems architecture and tooling
- Emerging technology evaluation and implementation

University of Central Lancashire:

- MA Graphic Design (Distinction)
- BA Hons Illustration (First Class Honours)