

ANDRE LUCHINITZ

Principal / Senior Product Designer | UX / UI Designer

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PROFILE

Senior product designer with 10+ years across product, UX/UI and digital design, including 7 years at PokerStars. Experienced in taking complex initiatives from discovery to delivery, partnering with Product, Engineering and Data to create simple, scalable experiences. Strong in design systems, experimentation, rapid prototyping and AI-assisted workflows, with a track record of improving engagement and reducing production effort.

SELECTED IMPACT

660% CTR

Game of the Week

Increase in click-through rate after rapid prototyping and iterative testing.

80-90% faster

Game Tiles

Reduction in production effort through a modular component architecture.

Millions

Global products

Customer-facing web and mobile experiences delivered at global scale.

CORE SKILLS

Product Design · UX Strategy · Design Systems · UX Research · Rapid Prototyping · Usability Testing · Interaction Design · Information Architecture · A/B Testing & CRO · Responsive Web & Mobile · Stakeholder Management · AI-assisted Design

EXPERIENCE

Senior Product Designer

PokerStars (Flutter Entertainment) 2019 - 2026

- Led end-to-end product design across casino experiences for web and mobile, from discovery and prototyping through delivery.
- Partnered with Product, Engineering and Data in agile squads; used research, analytics and A/B testing to improve journeys, engagement and conversion.
- Built and evolved scalable design systems and interactive UI patterns, including motion-enhanced experiences.
- Conceived, validated and launched Game of the Week, achieving a 660% increase in click-through rate.
- Redesigned the Casino Game Tile system into modular components, reducing production effort by 80-90%.

UX / UI Designer

Exent 2017 - 2018

- Translated business requirements into product solutions across digital platforms and collaborated closely with engineers.
- Improved usability and consistency while supporting acquisition campaigns with digital marketing assets.

UX / UI Designer & Front-End Developer

Mobi4imob 2014 - 2017

- Designed responsive real-estate products, wireframes, prototypes and user flows; conducted usability testing.
- Built front-end solutions using HTML, CSS and JavaScript with a focus on conversion.

Digital Designer

P3K 2013 - 2014

- Created visual presentations and internal communications for major clients, including Bradesco Bank.

TOOLS

Design

Figma, Adobe Creative Suite, Framer

AI

ChatGPT, Claude, Midjourney, Cursor

Research

Maze, Dovetail, Hotjar, GA4

Delivery

Jira, Confluence, Miro, Notion

Development

HTML, CSS, JavaScript

CERTIFICATIONS

AI x Design Thinking

IDEO | 2026

Leadership and Management

UCD | 2025

Design Systems & Pattern Libraries

Nielsen Norman Group | 2023

EDUCATION

Marketing

Anhembi Morumbi University | 2014

Digital Design

Anhembi Morumbi University | 2010-2013