

PETROS “PETER” STYLIANOU

Creative | Product | Brand | Monetization Leadership

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PROFESSIONAL SUMMARY

15+ years in the creative industry, with the last 10 focused on gaming and iGaming, operating across brand, product, monetization, UX, and marketing. Career built around building products and brands from zero or fixing live environments, while aligning teams under one direction and staying hands-on when needed.

CAREER HIGHLIGHTS

- Owned brand, product, UX, monetization, campaigns, and live operations across fast-moving gaming/iGaming environments.
- Built platforms and brand systems from zero, including MaxQuest, and optimized live environments such as SweepKings and Firestone Idle RPG.
- Delivered AAA live-service campaign work for Wargaming / World of Tanks Console, including WWE, Hot Wheels, and MGM collaborations.

CORE SKILLS

Product & Growth Product systems · Feature ownership · Monetization strategy · IAP, offers, pricing & payments · Funnel optimization · Live ops · Retention · LTV · Conversion

Brand & Experience Brand strategy · Positioning · Brand guidelines · Tone of voice · Whitepapers · Brand governance · End-to-end experience design

Creative Direction Art direction · Visual storytelling · Campaign concepting · Multi-channel creative · Design systems · UI/UX · Performance creatives

Leadership & Ops Cross-functional leadership · Team management 5-10+ · Workflow optimization · Production scaling · Stakeholder alignment · Decision making

PROFESSIONAL EXPERIENCE

General Boost, Cyprus | May 2026 - Present

Senior Graphic Designer (Performance-Focused)

Designing and iterating performance-driven creatives across paid social, display, email, and landing pages in a high-output marketing environment.

- Create campaign assets aligned with KPIs including CTR, conversion, and engagement.
- Work closely with growth and marketing teams to translate briefs into performance-led visuals.
- Optimize creatives through A/B testing insights and performance data while maintaining brand consistency.

IMPACT // Improved creative iteration speed, production scalability, and alignment between design output and marketing KPIs.

Cannonball Code (SweepKings), Cyprus | Nov 2025 - Jan 2026

Creative Lead Director (Product, Brand & Monetization)

Led direction across product, UX, brand, and monetization systems for a sweepstakes environment.

- Owned onboarding, promotions, retention flows, lifecycle journeys, and offer systems.

- Bridged product, marketing, compliance, and leadership to improve clarity and execution.

IMPACT // Increased retention by ~10-20%, improved conversion through UX optimization, and reduced production time by ~30-50%.

Daruma (BugsyEmpire), Cyprus | Oct 2025 - Dec 2025

Sr. Graphic Designer (Live Ops & Campaigns)

Delivered live promotional assets, campaign bundles, and seasonal content across web and CRM.

- Supported high-frequency promotional cycles and ensured product/marketing visual consistency.

IMPACT // Maintained campaign quality and supported live operations during peak activity periods.

Holyday Studios, Cyprus | Feb 2025 - Aug 2025

Art Director (Product, UX & Systems) - Firestone Idle RPG

Directed product, UX, gameplay systems, and visual execution for Firestone Idle RPG.

- Designed monetization-driven mechanics, engagement loops, UI/UX flows, and new feature experiences.
- Led teams while contributing hands-on to product clarity and creative delivery.

IMPACT // Expanded monetization/gameplay systems, improved UX clarity, and increased production efficiency.

MaxQuest, UK / US Market | Jan 2024 - Aug 2024

Head of Brand, Product & Marketing

Built a crypto/sweepstakes platform from concept to live product, owning brand, product design, monetization, and marketing.

- Created brand guidelines, tone of voice, whitepaper, onboarding, payment, and monetization systems.
- Managed cross-functional team of 10+ across product, creative, support, compliance, and delivery.

IMPACT // Increased brand awareness by ~30%, improved conversion through onboarding/payment optimization, and built scalable product/brand systems.

Blackmill Games, Netherlands | Feb 2023 - Feb 2024

Senior UI/UX Designer & Marketing - Isonzo

Designed UI systems, gameplay interfaces, marketing assets, and live ops/DLC campaign support for a shipped multi-platform title.

- Collaborated across product, design, and development teams to improve usability and player experience.

IMPACT // Supported feature delivery and contributed to a live, multi-platform product ecosystem.

Wargaming, Cyprus | Sep 2018 - Jun 2022

Senior Marketing Designer (AAA Live Service) - World of Tanks Console

Delivered campaigns, live ops content, platform assets, and seasonal updates for a global live-service title with 500,000+ MAU.

- Worked on major IP collaborations including WWE, Hot Wheels, and MGM across in-game, platform, and marketing channels.

IMPACT // Maintained engagement across a large MAU ecosystem and delivered campaigns reaching millions globally.

EARLIER EXPERIENCE

- PeteSake Designs - Founder & Creative Consultant | 2009 - Present
- Pete's Paradox - Founder & Creative Director | 2025 - Present
- The3rd.one Group (The Lightless World) - Marketing Strategist | 2024

- AIXBLUEKIUM - Founder (E-commerce / DTC Brand) | 2022 - 2023
- Holyday Studios - UI/UX Designer -> Art Team Lead | 2016 - 2018
- Mobee Payments - Graphic Designer & IT Operations | 2014 - 2016
- Polsa Services - Graphic Design Intern | 2014
- National Guard of Cyprus - Infantry Soldier / Motor Transport Operator | 2009 - 2011

TOOLS & TECHNOLOGIES

Product/Data: AppsFlyer, Tableau, SimilarWeb, Datadog Collaboration: Figma, Jira, Confluence, Asana, Trello, Favro, Slack Creative: Adobe Creative Suite, Canva, CapCut, Figma Web/Platforms: WordPress, Shopify, Unbounce, Wix Payments/Backoffice: MoonPay, NowPayments, CMS/backoffice systems AI & Technical: Midjourney, Stable Diffusion, ComfyUI, Claude AI, Higgsfield AI, Unity, Spine2D, HTML/CSS, expanding Blender/Nomad Sculpt/C#/Python

EDUCATION

- BA Graphic Communications, University of Nicosia, Cyprus | 2011 - 2015
- Minor in Applied Multimedia, University of Nicosia, Cyprus | 2011 - 2015
- Apolytirion (High School Diploma), Palouriotissa Lyceum, Cyprus | 2006 - 2009

CERTIFICATIONS & TRAINING

- Claude 101 - Anthropic (May 2026)
- Becoming a Manager Professional Certificate - LinkedIn Learning (Jan 2025)
- Career Essentials in Project Management - Microsoft & LinkedIn (Jan 2025)
- DEI Awareness Professional Certificate - LinkedIn Learning (Dec 2024)
- Risk Management in Video Game Development - Udemy (Nov 2024)
- Account Management: Maintaining Relationships - LinkedIn Learning (Sep 2024)
- Master Digital Marketing - LinkedIn Learning (Dec 2023)
- Career Essentials in Generative AI - Microsoft & LinkedIn (Jun 2023)
- Figma UI/UX Design Essentials - Udemy (Jun 2022)
- Scrum Master Certification & Agile Training - Udemy (Jun 2022)
- Complete C# Unity Game Developer 2D - GameDev.TV (Jun 2021)
- After Effects CC - Complete Course (Novice to Expert) - Udemy (Aug 2018)
- Rigging & Animation Techniques in Spine - Udemy (Apr 2018)

AWARDS & HONORS

- Creativepool - Newcomer of the Year & People's Choice Award (March 2016); work also featured in Creativepool's Cannes Lions delegate bags
- MEMO - The Notion of Memory Through the Visual Arts Exhibition (May 2015)
- Adobe Photoshop - 25 Years Anniversary Feature (January 2015)
- National Guard Honorary Diploma (July 2011) - contribution and service to the Armed Forces

LANGUAGES

English - Native · Greek - Native

Portfolio: <https://tinyurl.com/petesakedesigns>