

PETROS “PETER” STYLIANOU

CREATIVE / PRODUCT / BRAND / MONETIZATION LEADERSHIP

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NOBODY WANTS ANOTHER BORING COVER LETTER.

Here is what you actually need to know.

I build, improve and fix digital products. I have worked in creative roles for over 15 years, with the last decade mostly in gaming and iGaming. I move between product, UX, brand, monetization and marketing because those things need to work together.

I usually get called in for one of two reasons. Someone has an idea they want to turn into a real product, or something already live needs fixing. I enjoy both.

I have worked on platforms and brands at MaxQuest, live products at SweepKings and Firestone Idle RPG, and AAA games at Wargaming. I am comfortable working with designers, developers, product, marketing and compliance teams. I still like getting my hands dirty with the actual work.

WHAT I BRING

PRODUCT & UX // Onboarding, user journeys, conversion and retention.

BRAND & STORY // Brand identity, creative direction and campaigns people remember.

GROWTH & MONETIZATION // Offers, payments, live operations and creative work that performs.

LEADERSHIP & DELIVERY // Getting designers, developers and business teams moving in the same direction and finishing the job.

I care about making things work, not just making them look good. If you are building something new or trying to improve what you already have, I would love to hear about it.

Oh, for Pete's sake. You might actually need my help.

Best,
Petros Stylianou