



Massimo Nastasi

PRINCIPAL PRODUCT DESIGNER

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ABOUT

Principal Product Designer and Design System Architect, from Italy. Thirty years in design: brand, interfaces, and the systems behind them, now built with AI too. Nothing ships because a designer wants it to; it ships when the developers, the product owner and the manager each know why. Minimalism, the golden ratio, the k.i.s.s. principle. When I'm not working: family, manuals, anime, films, video games with friends, cooking, bicycle and the gym.

JOB EXPERIENCE

Betsson

2022 - Today

Principal Product Designer (in-house, then contractor)

B2C and B2B sportsbook design systems, UI and UX. Promoted from Senior to Principal

Oddin.gg

2024 - 2025

Principal Product Designer (contractor)

Core betting platform, companion app and BetPeek. UI and mobile, end to end.

Blue Sky

2019 - 2022

Digital Art Director, Senior UI Designer, Front-end Developer

Blue Sky B2B design system in Figma and TailwindCSS. White-label mobile products

Hotminds

2014 - 2019

Digital Art Director, Senior UI/UX Designer

IMA s.p.a., Datalogic s.p.a., BMC airfilters, Larm, STM, Sidel, Bonfiglioli s.p.a.

Stile di Bologna

2008 - 2010

Digital Art Director, UI Designer

Bologna FC, Dr. Scholl's, Ti lascio una Canzone, Nitegate, Italtpizza, Sanremo, Zeugo.

Agencies & in-house teams

2002 - 2014

Art Director, Digital Designer, Front-end Developer

Unilibro.it, Commoedia, Teddy, Beghelli, Naturhouse

EDUCATION

Computer Graphics DTP

1995-1996

Consorzio C.R.E.S.M.

EU-recognised vocational qualification in digital graphics and DTP.

Architecture

1993-1994

UNIPA - Università di Palermo

Architecture coursework, degree not completed.

SKILLS

Design systems, governance, design tokens
Figma, Penpot, Storybook
HTML, CSS, Git, front-end development
Complex interfaces, iGaming, sportsbook
Art direction, brand, vector, Adobe suite
AI agents, prompt engineering, automation
AML/CFT, GDPR, Responsible Gambling

CLIENTS

Betsson	Dr. Scholl's
Oddin.gg	Beghelli
Bologna FC	Sanremo
IMA s.p.a.	Naturhouse
Datalogic	Dynit
Sidel s.p.a.	BMC
Bonfiglioli s.p.a.	STM



Portfolio

MASSIMO NASTASI

CLIENT
BETSSON

PROJECT
GEN2: UI UPLIFT DESIGN ASSETS

VISUAL



NUMBERS

400 Proposals
50 Prototypes
11 People involved
14 Months of work

FEATURES

Light/Dark Theme native support
No user-flow changes
100% compatible with GenOS components



Portfolio

MASSIMO NASTASI

CLIENT
BETSSON

PROJECT
GENOS DESIGN SYSTEM

VISUAL



NUMBERS

418 Components
26 Prototypes
2600 Elements
7 Breakpoints

FEATURES

Atomic approach
ABEM naming convention
Algorithm-generated surface and status colours
Dynamic colours and typography

Skin variants (light, dark, hybrid)
International market variants
Multi-brand
B2B/B2C



Portfolio

MASSIMO NASTASI

CLIENT
ODDIN.GG

PROJECT
BETPEEK

VISUAL



NUMBERS

34 Screens designed
30 Prototypes
5 Months of work
3 People involved

FEATURES

Player POVs
Map freedom
Instant replay
X-ray vision

Integrated betting tools
Desktop and Mobile view



Portfolio

MASSIMO NASTASI

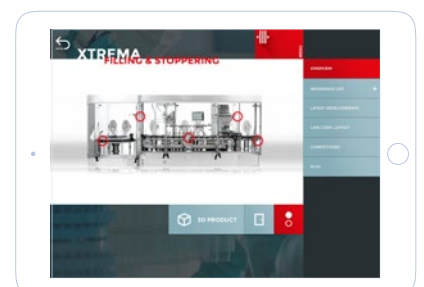
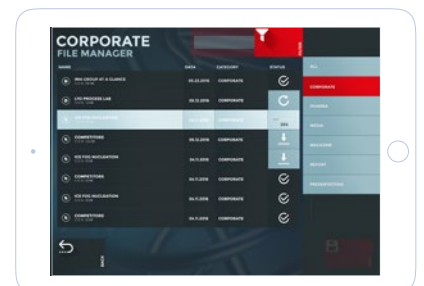
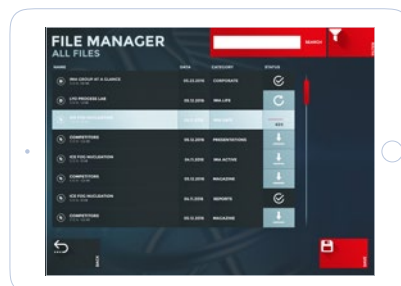
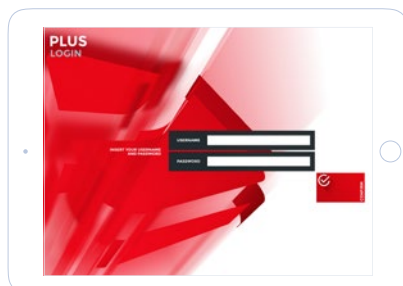
CLIENT
IMA s.p.a.

PROJECT
IMA PLUS APP

VISUAL



UI





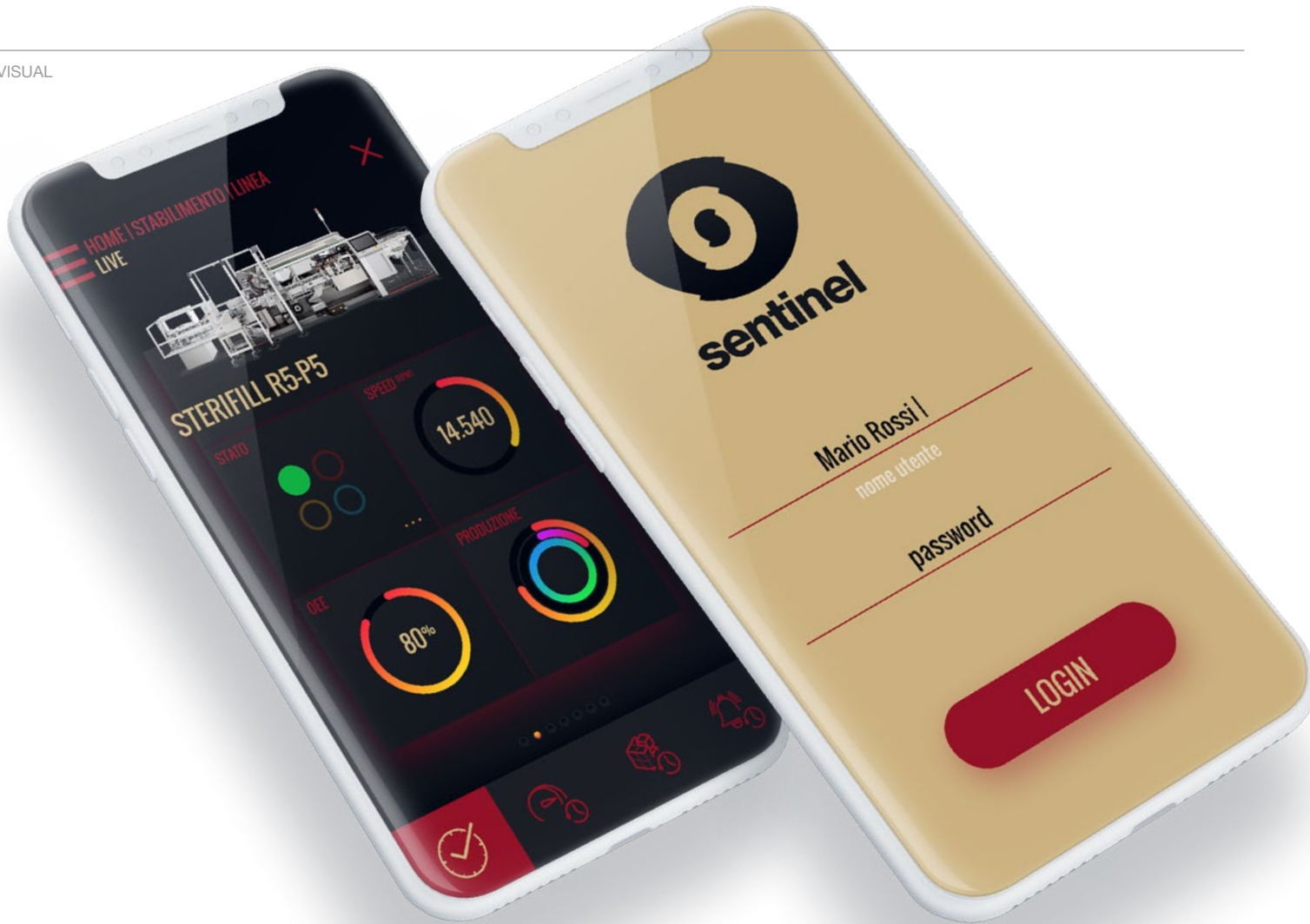
Portfolio

MASSIMO NASTASI

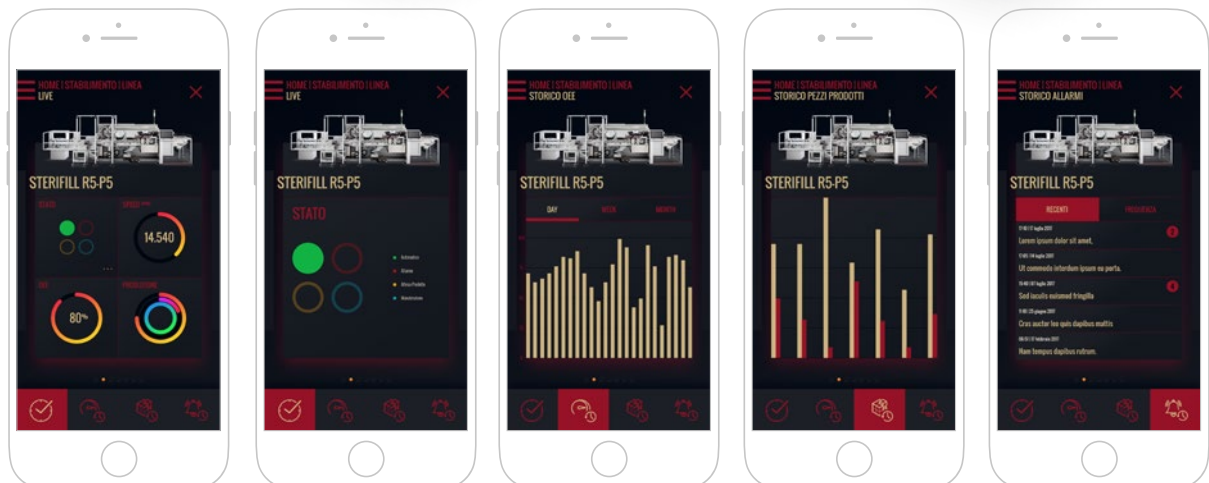
CLIENT
IMA s.p.a.

PROJECT
IMA SENTINEL APP

VISUAL



UI





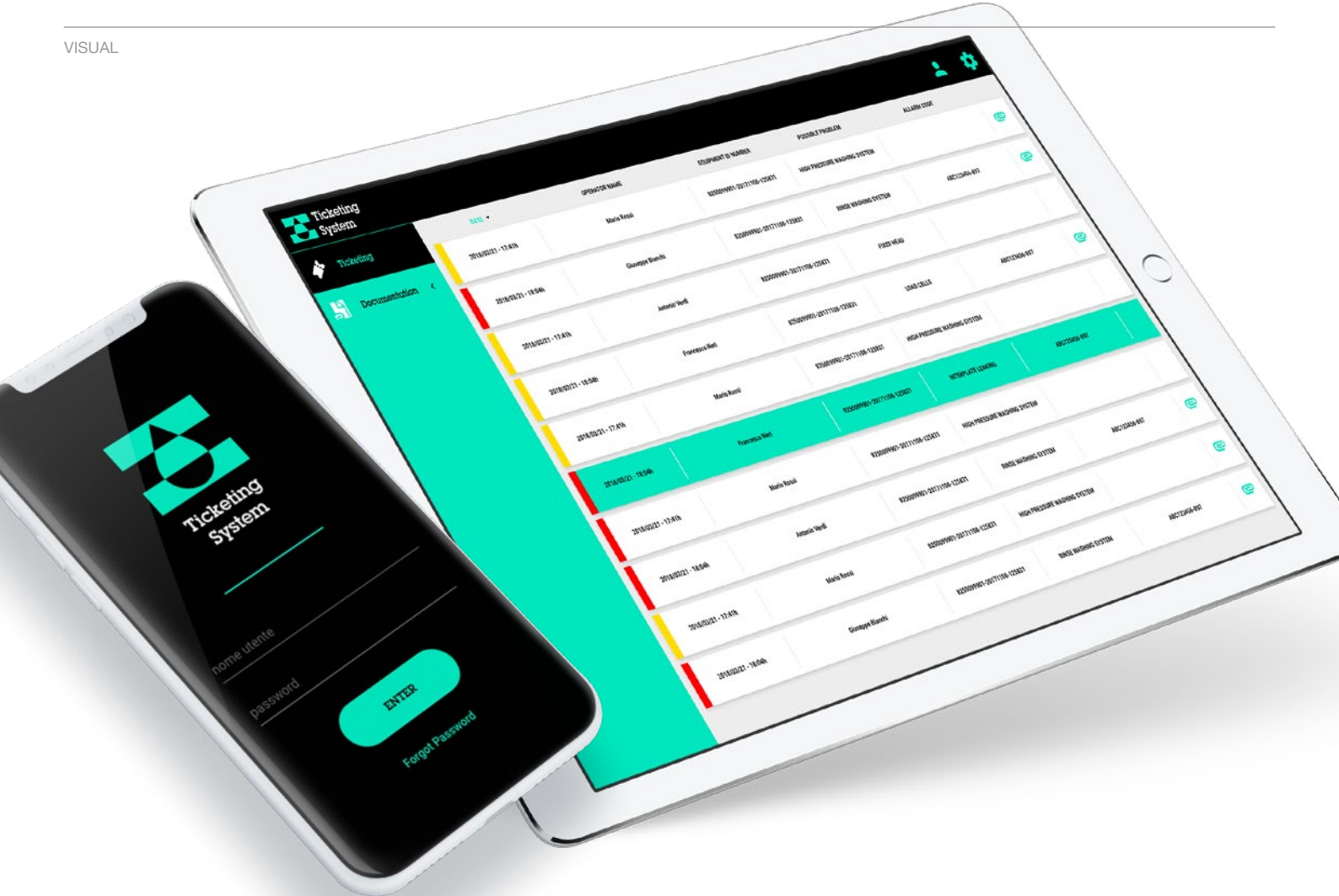
Portfolio

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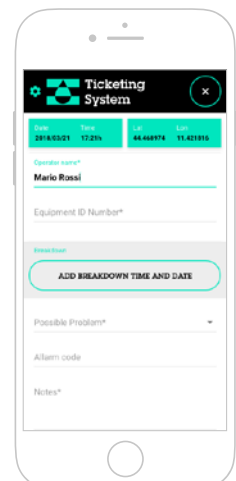
CLIENT
DIEMME FILTRATION

PROJECT
TICKETING SYSTEM APP

VISUAL



UI





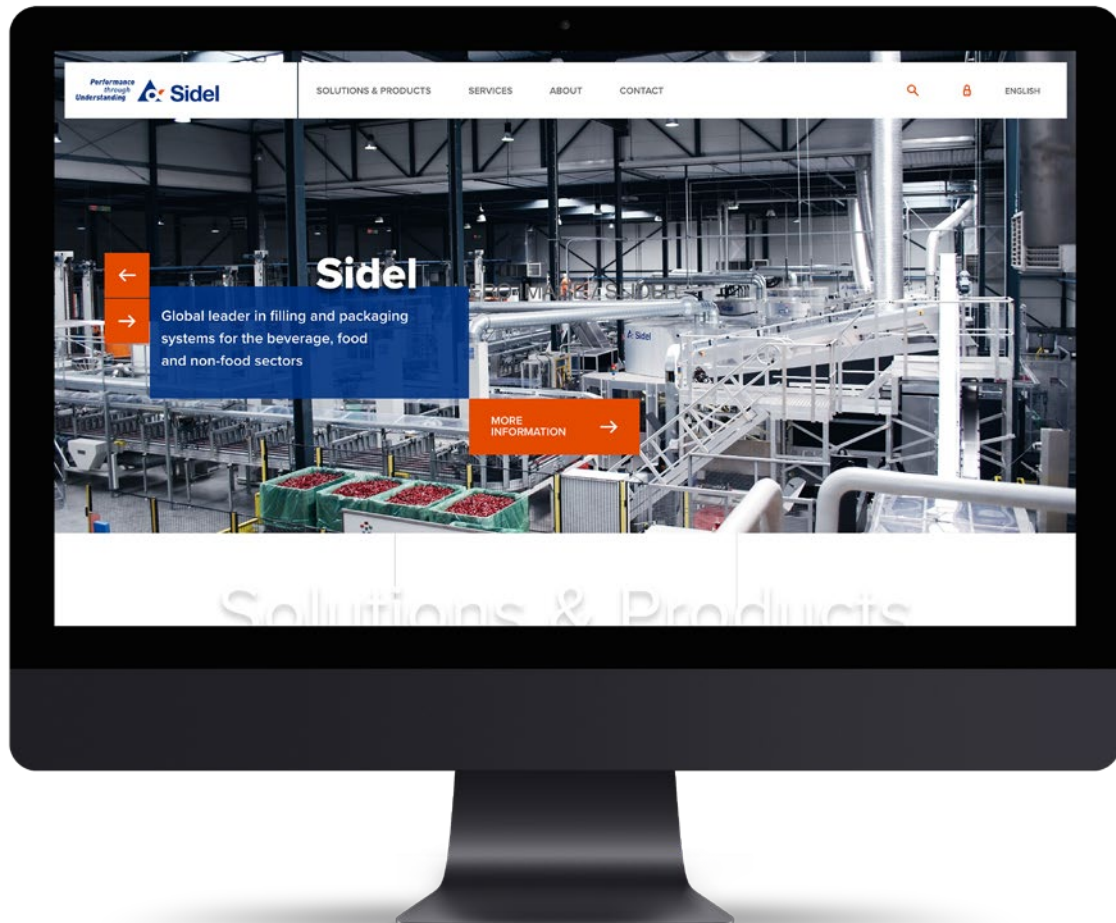
Portfolio

MASSIMO NASTASI

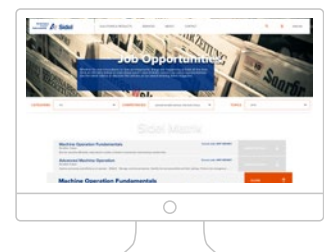
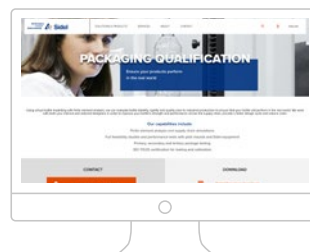
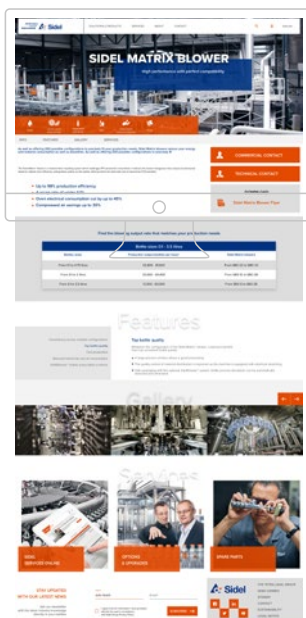
CLIENT
SIDEL

PROJECT
CORPORATE WEBSITE

VISUAL



UI





Portfolio

MASSIMO NASTASI

CLIENT
IMA s.p.a.

PROJECT
IMA ACADEMY BOOK

LOGO CREATIVE PROCESS



VISUAL MOCKUP





Portfolio

MASSIMO NASTASI

CLIENT
BOLOGNA FC

PROJECT
POKER ROSSOBLU

LOGOTYPE



WEBSITE AND UI INTERFACE



VISUAL DESIGN





Portfolio

MASSIMO NASTASI

CLIENT
VARIOUS

PROJECTS
BRANDS





Portfolio

MASSIMO NASTASI

CLIENT
VARIOUS

PROJECT
VARIOUS

1. Interactive totems for the Sanremo Festival.
Adobe Flash (now Animate)
2. Emblem for a Call of Duty professional team.
Illustrator, Photoshop
3. Bologna FC anniversary.
Photoshop
4. Vector illustration for Imob Venice.
Photoshop and Illustrator
5. Vector icons for design website.
Illustrator
6. Label for Modus Bibendi Wine.
Illustrator
7. Vector illustration for TGM Magazine.
Illustrator
8. Logotype. 2nd World Emblem Competition.
Winner for NCSOFT, Guild Wars Legacy.
Illustrator
9. Vector Illustration.
Illustrator

