

Bernardo Bhering Prates

Design Lead · Product Designer

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SUMMARY

Design Lead and Product Designer with over a decade of experience, the last five years at **Scout Gaming Group**. I've owned the product design, design system, and brand for Fanteam, our B2C fantasy sports platform, while maintaining a B2B white-label system used by very different operator brands, from Bet365 to smaller newcomers. I stay close to the craft as much as the strategy, and I'm currently leading how we bring AI into our design and product work.

EXPERIENCE

Scout Gaming Group

Madrid / Remote

Design Lead, May 2023–Present · UX/UI Designer, May 2021–May 2023

Licensed B2B provider of daily fantasy sports and betting solutions.

- Now leading a full mobile-first redesign of the platform, building a new design system with AI (Claude) at its core and rolling it out across the product.
- Driving this new phase through user research, internal workshops, and product prioritization with internal stakeholders.
- Own Fanteam's product design end-to-end, shipping new game formats and experiences on a live B2C platform.
- Led concept-to-launch design for key features: Mini-leagues (a new game format built with AI tooling in Figma), Fantasy Betbuilder, and a full Sportsbook integration with provider Altenar.
- Sole designer behind Scout's B2B white-label system, adapting one maintainable platform to each operator's identity and keeping it live across 11 client brands in European, Latin American, African, and Asian markets.
- Lead designer on the Bet365 and Cartola FC implementations, mapping the product onto each brand's design system across multi-year engagements.
- Established AI-assisted design workflows now adopted across the team, and built Fanteam's brand from a bare logo into a full identity system.

Footstock (WR digital GmbH) · Graphic Designer · Lisbon, 2020–2021

Social, presentation, illustration, and motion design for a fantasy sports trading platform.

Design JLNA · Founder, Graphic & UX/UI Designer (Freelance) · Lisbon, 2017–2020

Branding, naming, and UX/UI for clients in Brazil and Portugal, owning the full process end to end.

MyCujoo · Graphic Designer · Lisbon, 2018–2019

Sole designer; co-led the company rebrand and rolled out the new identity across all touchpoints.

Earlier (2013–2017): UX/UI and graphic design at AIS Tecnologia, Caixa Seguradora, and Grande Circular, plus design internships at Apex-Brasil and Embrapa.

EXPERTISE

Product Design · UX/UI · Design Systems · Prototyping · Brand Identity · Visual Design

Design systems: component libraries, theming, multi-brand white-label.

TOOLS

Figma · Adobe Creative Suite

AI WORKFLOWS

Claude · Figma AI · ChatGPT · Midjourney · Lovable

SELECTED CLIENTS

Bet365 · Kaizen Gaming · Betano · Stoiximan · PAF · Pin-up · SunBet · OkBet · Italehti · 360 Sports · Sesame

EDUCATION

Universidade de Brasília (UnB)

BA in Design · 2011–2016

LANGUAGES

Portuguese	NATIVE
English	FLUENT
Spanish	WORKING
Italian	BASIC