

CONTACT

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 Gzira, Malta

LUKA STALETOVIC



SUMMARY



Experienced Product Manager and UI/UX Designer with a broad technical background.

Why choose Luka? - At age 14 enrolled at University, moved from a non-English speaking country and picked up English on the fly. Graduated with BSc at age 18, in the meantime worked and later founded successful B2B & B2C start-up in iGaming. Workaholic, adaptable, willing to learn while also flexible with the salary.

SKILLS



EDUCATION



BSc Computer Science & Systems Engineering (Level 6 Diploma)

Middlesex University London

Malta campus

CERTIFICATIONS



Certificate of Completion: **Scrum: Advanced**

PMI - Project Management Institute

Credential ID: AbZ9dpJKWqgJ-R3zYXO1-iw1Hc9d

Certificate of Completion: **Agile Product Owner Role: Techniques**

PMI - Project Management Institute

Credential ID: AXCEXAsvV6-7EuTOlfZIHVURn7yD



PROFILE

Product Management

Learned to manage digital products by working with startups and later applied that knowledge working with larger corporations. Founder of several startups, focusing mainly on the iGaming industry. First ones failed early, however, used that knowledge to build two successful products: Casino Luks (B2C affiliate website) and Live Casino VR 360° (B2B live casino add-on). Also, managed 2 large scale Augmented Reality products while working on government tender. Experienced in various PM approaches but prefers working in an Agile environment as a Product Owner, due to the ability to forecast releases precisely. Prefers improving conversion funnels and other KPI's while allowing teams to self-organise. Naturally has strong empathy skills, which help in creating user personas and in collaboration with the other team members. Furthermore, has a strong technical background which coupled with Product Management and UX/CX allows Luka to effectively translate business requirements into innovative technical solutions.

Product Development

Raised in a family of engineers and tinkered with computers from a very early age. That passion has led to graduating as a Bachelor of Science in Computer Science and Systems Engineering at Middlesex University. Has hands-on experience and in-depth understanding of a wide spectrum of technologies, ranging from Web Development, Native Development, AI, VR & AR all the way up to Robotics and Graphics design. Specializes in Web Development and UI/UX Design, however, the wide Computer Science skill spectrum gives Luka unique ability to analyse and tackle unconventional technical problems from a birds-eye perspective, taking into consideration many different factors, and then applying different technologies together in order to develop in a stable and a reliable solution.



EXPERIENCE

Product Owner at Global Gaming Group

[ninjacasino.com](https://www.ninjacasino.com) & [boostcasino.com](https://www.boostcasino.com)

Apr 2020 – Present

Managing front-end development of Ninja Casino and Boost Casino together with the challenges of back-end integration with FinnPlay platform and different legal jurisdictions (EMTA, MGA, SGA). Creating user stories and prioritising the product backlog while participating in Scrum rituals with the developers. Working as a part of a business delivery team with a technical PO and BI, while closely collaborating with SEO Specialists, UX Designers, Marketing and Legal departments.

Founder & Product Owner at Casino Luks

[casinoluks.com](https://www.casinoluks.com)

Jan 2016 – Apr 2020

Founded Casino Luks, which now consists of B2B Live Casino 360° VR add-on and B2C Affiliate Casino website. In the early days was working on developing and prototyping both products, until invited by SiGMA (iGaming conference) to present the VR 360° prototype as one of the top 40 startups. After that, the prototype got a lot of recognition in the iGaming industry. Continued managing both products in a dedicated team, as a Product Owner, by creating user stories, managing product backlog and following Agile rituals and processes to improve product features and maximize overall ROI.

REFERENCES



Dr. Nikola Milivojevic

CTO at SunTechDrive (Boulder, Colorado)
nikola.milivojevic@suntechdrive.com

Simon Kravtsov

Software Engineer at Casino Luks
simon.kravtsov@casinoluks.com

Zeljko Racic

Lead Developer at Municipal Systems, Inc.
(Chicago, Illinois)
zracic@violations.com

TECHNICAL SKILLS



Product Management

Atlassian Jira & Jira core, Adobe XD, Figma, Balsamiq, Excel, Tableau, Google Analytics, Optimizely

Web Development/Programming

SEO, HTML5, CSS3, JavaScript, Angular 7, AngularJS, PHP, Databases (MongoDB, MySQL), CMS (WordPress, Drupal), C#(.NET) including Web API & Entity framework, Java, Git, non-advanced AI Algorithms

VR and AR Development

Unity3D, Google VR SDK, Vuforia AR

Graphics Design

Photoshop (2D graphics), Tinkercad and SketchUp (3D graphics), Illustrator (vector graphics)

PERSONAL ASPECTS



Languages

English, Serbian (native speaker)

Interests & Hobbies

Apart from obvious geeky stuff...
I Love DJ-ing, Skiing and Scuba diving! :)

Augmented Reality Product Specialist and UX Designer for Malta Tourism Authority

mta.com.mt

Feb 2019 – Dec 2019

Was selected as one of "project key experts" on tender released by MTA and EU (etenders.gov.mt/epps/cft/prepareViewCfTWS.do?resourceId=4887084), together with companies Indie and Monolith who got the tender. Designed all of the user flows, wireframes, mockups and custom AR UI elements for the mobile app, along with regular user interactions, while following accessible UX design. Presented the work and the demo app done by Indie to a team of UX experts together with the other government officials. They approved the project to go into the main phase of development with no changes to the work.

Project Manager/Product Owner at Quantox technology

quantox.com

May 2019 – Jul 2019

Worked as an outsourced PM/PO consultant, working in different industries, ranging from medium-sized companies to larger corporations. The work involved researching the industry then getting a handover or discussing with stakeholders, defining stories, prioritizing the backlog, along with managing client and developer needs. I worked on up to 8 projects at the time. Most valuable experience was participating in backlog grooming sessions and product planning rituals for one larger client.

Full Stack Developer for American government municipalities

violations.com/core360/

May 2018 – Dec 2018

Worked in an offshore team as Full Stack Developer by developing and maintaining MSI's Core360 is a web-based system, used for government-citizen relations in the USA. Main technologies used where Angular7, JavaScript(AngularJS) and C#(.NET) with Web API and Entity framework.

Development of 360° Virtual Reality Live Casino

casinoluks.com/live-casino-vr-360-degrees/

Jan 2016 – Dec 2016

Built initial prototype of Live Casino system that is 360 degrees VR which proved that scalable real-time streaming and 360° video stitching could be done with technology at the time (2016). The system consisted of, web app (demo is available at: casinoluks.com/live-casino-vr-360-degrees/pc/), VR Android app, studio along with the server-side system. Was invited to present it at SiGMA 2017 (Summit of iGaming Malta) conference as one of the top 40 startups. Prototype got a lot of recognition from high executives within the iGaming industry as well from newspaper article about it.

SEO and Development of SunTechDrive website

suntechdrive.com

April 2017 – Jul 2017

Redesigned the website to modern standards and tailored it to requirements by optimizing the loading speed of the website and also drastically improving the Google ranking of the website on specific keywords by implementing SEO best practices.

Freelancer

[Fiverr](https://www.fiverr.com), [Toptal](https://www.toptal.com)

2012 – 2015

Worked on many different projects ranging from simple WordPress & Drupal websites to bespoke Bootstrap 3 apps.



AWARDS

Academic competitions in Informatics

Serbia

Jun 2014

1st place informatics at the regional competition in scientific disciplines and scientific research competition by gifted students in Serbia

3rd place in informatics at the national competition in scientific disciplines and scientific research competition by gifted students in Serbia

2nd place in informatics category of scientific research at the national competition in scientific disciplines and scientific research expo by gifted students in Serbia