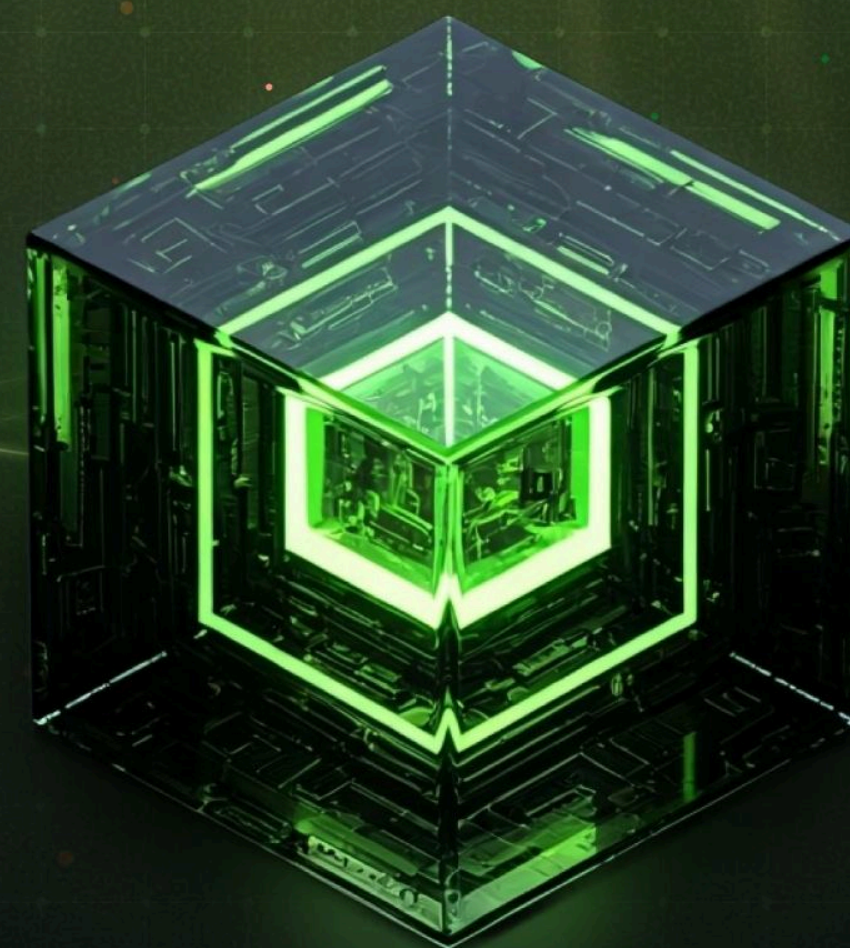




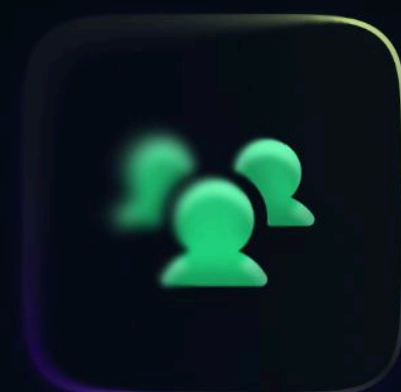
Gambit Studio



We create powerful casino brands

Tailored to every market, every audience, every emotion game

We don't just make things look good — we make them work effectively.



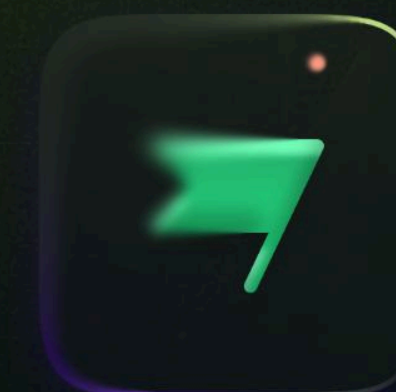
An experienced team of designers, analysts, and creatives



We specialize in deep packaging of iGaming projects



We work with clients from Asia, South America, and CIS countries



We don't just make things "look good" — we make them effective

PROBLEM

Most agencies create template-based design without taking the market into account.

Bad navigation → Traffic loss

Weak branding → low loyalty

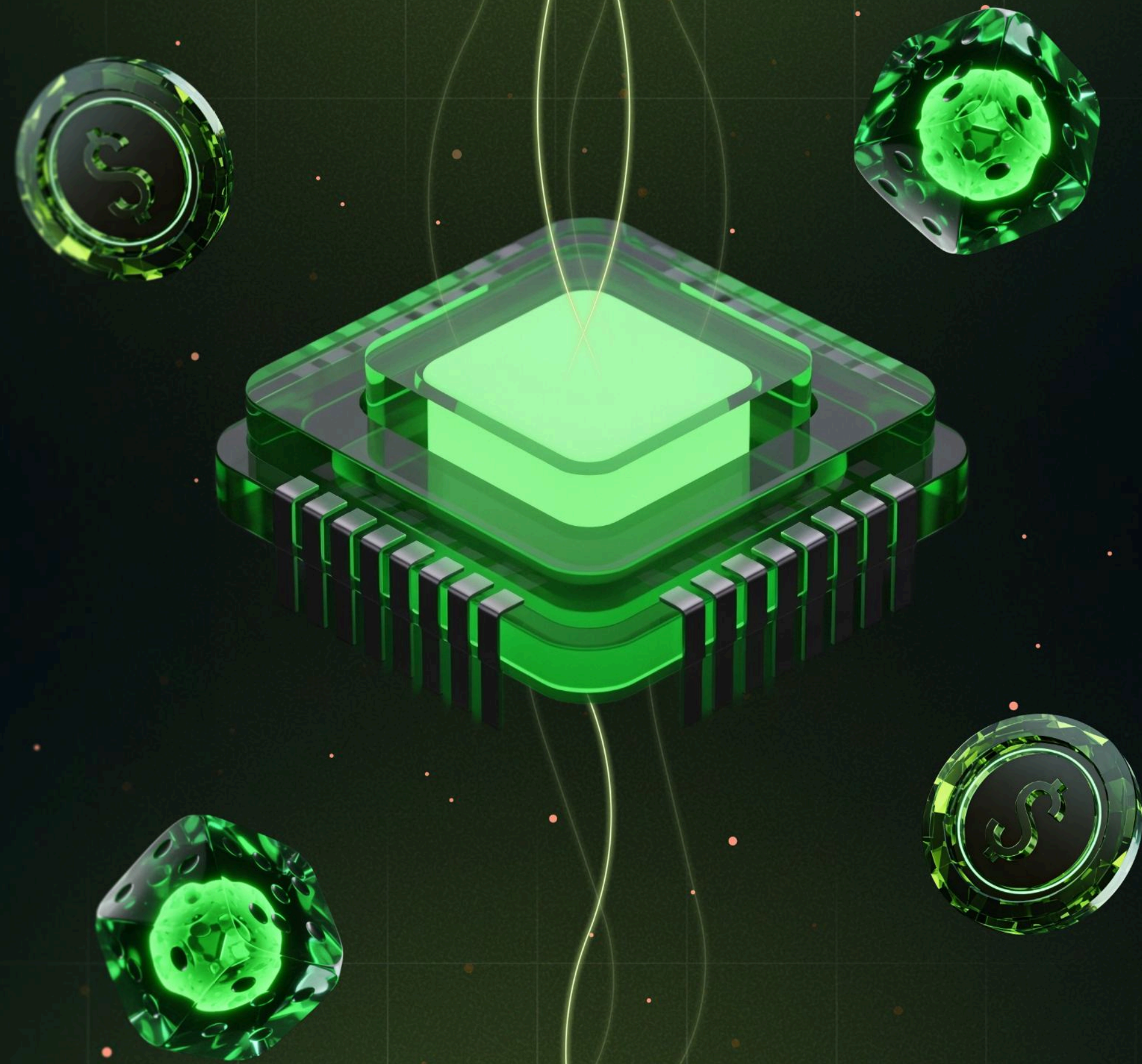
Promo materials and landing pages are often not adapted to the geo ↙

60% of visual content makes no sense to the user

Lack of deep UX-analytical approach ↙

And that = low conversion even with good traffic

SOLUTION



A unique deep-packaging methodology



360° analytics for each GEO



Prototypes based on user behavior and expectations



Visual style that stands out and builds trust



UX/UI design that drives conversions



Creatives that don't just look good — they sell

Culture shapes the product, not the other way around

South America

e.g., Mexico

- Colorful visual dynamics, localized gamification
- Mobile-first UX with quick-access focus
- Simplicity is a key

Asia

e.g., India, Philippines

- We create visual perception like you are in real casino
- Cultural patterns, language and visual adaptation
- Shy and brightful identic

CIS countries

- More aggressive visual approaches, desktop-oriented design
- Focus on trust elements, bonus systems, and optimized UX flow
- Clear and understandable design

HOW WE WORK



In-depth analysis of GEO and user behavior patterns

Content localization by native market specialists

Brand creation

Development of platform UX architecture

Brand creation and UI identity design

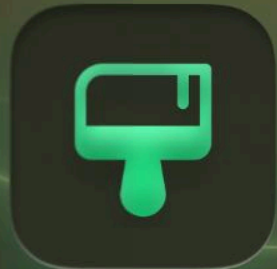
Development of platform UX architecture

Creatives, promos, landing pages

Support at every stage of product development

Content localization

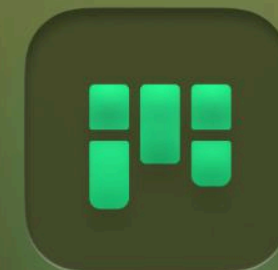
OUR APPROACH



Tailored Concepts
for Each Market



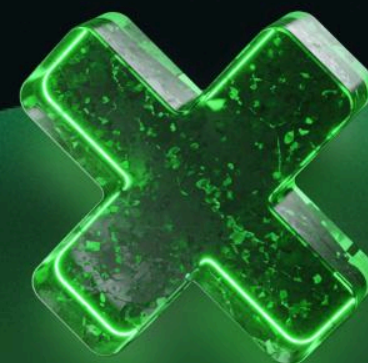
UX/UI tested on the
target audience



Research down to
category names —
everything has meaning



We take responsibility
for results: you focus on
traffic — **we focus on
conversion**



NO TEMPLATES

We create custom gamification that keeps players engaged and strengthens your brand

Partial Customization

GEO market analysis → building a content system: levels, rewards, descriptions

Mathematical modeling, progressions, quests

Integration with existing solutions (e.g., Smartico)



Full Development from Scratch

Concept, mechanics, levels, bonuses, player flow

Mathematical modeling, progressions, quests

We study not only your competitors but also the top mobile games in each GEO – to build a system that feels familiar yet unique for your brand

OUR CASE STUDIES

Case 1

India

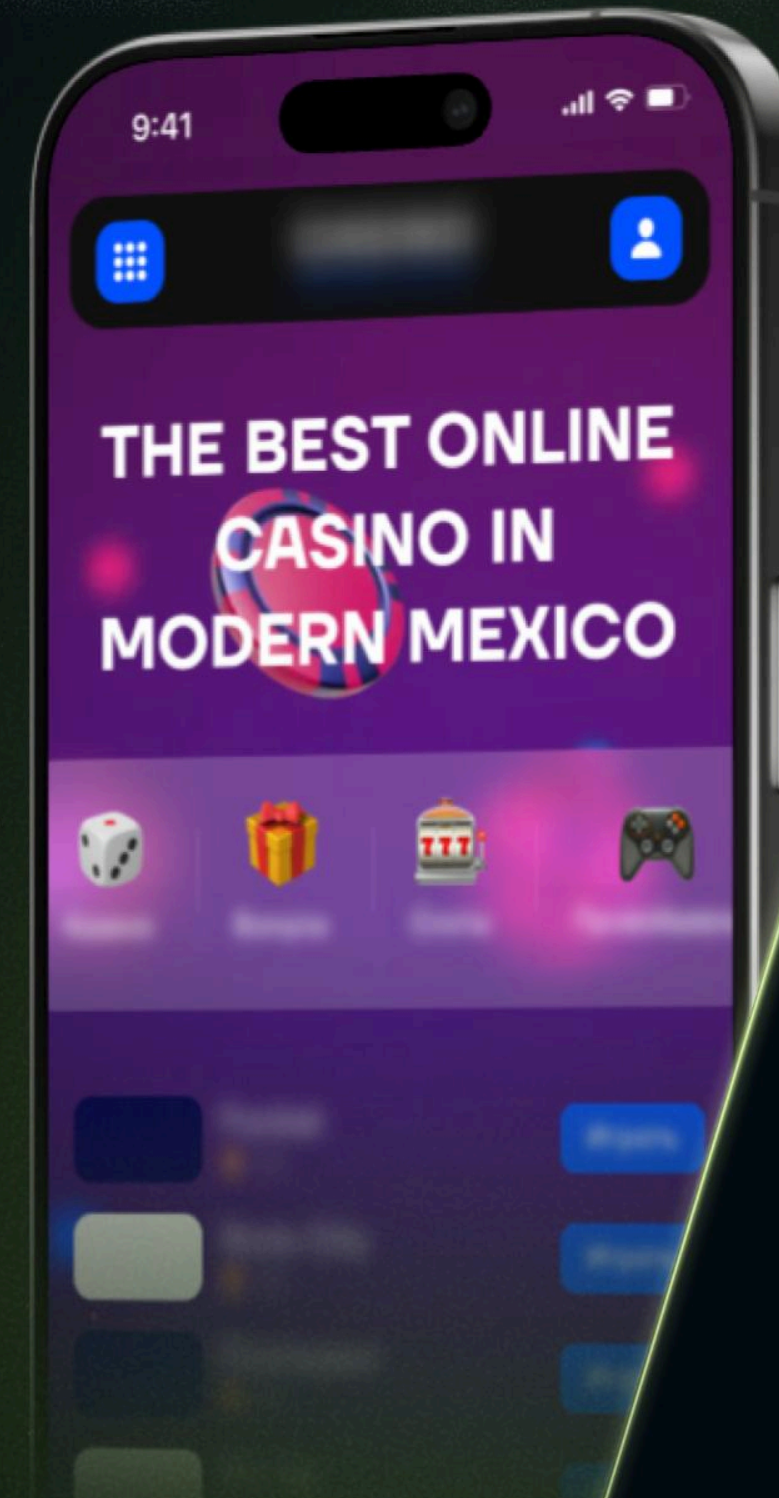
- Visual style tailored to the local audience
- Adaptive UX/UI
- +18% registrations in the first month after launch



Case 2

Mexico

- Full brand redesign
- Integrated UX architecture for slots
- 30% decrease in bounce rate

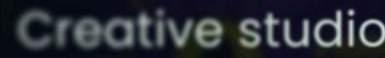


Case 3

Brazil

- Launch from scratch, full platform packaging
- Bright design + UX for both desktop and mobile
- High conversion rate on first deposit from Telegram traffic





COLLABORATION



Turnkey Casino Project Packaging



Landing page / platform UI design



Creatives for promo campaigns

H2

UX localization and adaptation



Branded
gamification



Post-launch support
and optimization

Free Design Audit of Your Online Casino (Market value – \$5,000)



Full UX/UI analysis of your platform



Detection of issues that hurt conversions



Recommendations to increase player engagement



Visual improvement ideas tailored to your GEO

Claim your free audit today and discover how
your design can drive more revenue

CONTACTS



Want a design that not only looks good but actually sells? — Let's talk.

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