

*Design > AI Marketing Operations

SHEETSWAY
AI TECH
ENTREPRENEUR
Co-Founder &
CCO at Sheetsway

WWW.JEANVELLAPORTFOLIO.COM



JEAN VELLA - RÉSUMÉ , CREATIVE LEAD

Multidisciplinary **Designer and Co-founder** with a strong background in branding, marketing, and product design.

My expertise spans **SaaS, marketing,** and the **iGaming** sector, backed by experience in **leadership** and **team management**.

CREATIVE FIELDS

UI/UX, Web Design, Advertising, Animation, Video Editing, Logo Design, Illustration, Photo Manipulation, Corporal Identity, Branding, Typography, Layout, Banner Design, Marketing, Print Production, Editorial, Packaging, Wix, AI Prompt Engineering.

CREATIVE SUITE



Photoshop
(Expert)



Illustrator
(Advanced)



After Effects
(Advanced)



Indesign
(Proficient)

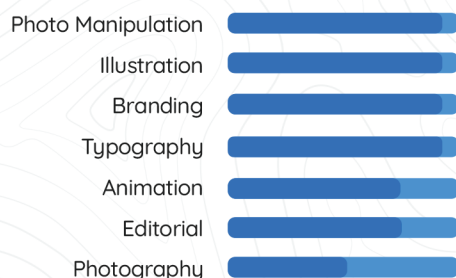


Premier Pro
(Proficient)



Adobe XD
(Working Knowledge)

ARTISTIC SKILLS



TIMELINE



CONTACT



JEAN - LUC VELLA

CREATIVE LEAD | BRAND & PRODUCT STRATEGY
CO-FOUNDER & DESIGN DIRECTOR — SHEETSWAY

PROFESSIONAL IMPACT

CREATIVE LEADERSHIP & STRATEGIC IMPACT

Sheetsway - Co-Founder & Creative Lead | Nov 2022 - Dec 2025

- 0 -> 1 SaaS product build, creative direction, and cross-functional leadership across product, brand, and business functions.
- Led end-to-end product UI/UX, branding, and creative strategy for an AI-powered audit SaaS and marketplace platform from concept to MVP. Set the creative direction and defined the visual system, UX flows, dashboards, and client portals integrating Word, Excel, and GPT. Directed investor pitch decks, marketing assets, and product demos. Translated business goals into design decisions while coordinating remotely across development, marketing, and business strategy. Built and implemented AI-assisted workflows for design and operations.
- Outcome:** MVP completed and piloted with audit professionals; used for investor pitching and market validation.

THOUGHT LEADERSHIP, EVENTS & INDUSTRY PRESENCE

Brand authority through international speaking and live events

- Public speaking, executive-level stakeholder engagement, and live event leadership across European finance and startup ecosystems.
- Delivered talks on AI and finance automation at BOKS International global conferences in Prague and Barcelona. Co-organized and led a private launch event in Malta for Sheetsway, hosting ~100 finance leaders and featuring a keynote speech by the Minister of Finance. Represented Sheetsway at EU-Startups Malta, organizing and hosting an expo booth to showcase the platform. Communicated complex ideas clearly to non-designers and senior stakeholders, owning outcomes across live events, brand presence, and public positioning.
- Outcome:** Built brand authority, investor visibility, and high-level industry relationships across European markets.

BRAND STRATEGY & DESIGN FOUNDATIONS

Portughes - Full Brand Rebuild (Early-Career Project)

- Early-career breakthrough project establishing a scalable brand system and long-term visual direction for a market-leading company.
- Led the complete rebranding of Portughes, a leading dry-cleaning company in Malta, early in my design career. Defined a new visual identity system including logo, typography, color palette, and brand guidelines. Set a creative direction and maintained visual consistency across marketing and digital channels. Translated business needs into a scalable brand foundation and reviewed creative output to elevate quality.

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PROFESSIONAL — CAPABILITIES

Leadership & Strategy

- Creative Leadership
- Entrepreneurship
- Product Ownership
- Brand & Visual Strategy
- UX Strategy
- Project Management
- Team Collaboration
- Pitch Deck Design
- Workflow Automation
- AI Integration

TECHNICAL — COMPETENCIES

Core Creative Tools

- Photoshop
- Illustrator
- After Effects
- Indesign
- Figma

Supporting Tools

- Premier Pro
- Lighroom
- Adobe XD

Emerging Tools

- AI Design Tools
- Automation
- GPT Workflows

CHARACTER REFERENCE
Available upon request

Interests

- AI Experimentation
- Startup Culture
- Photography & Creative Media
- Game Design & Interactive Media
- Travel & Cultural Exploration
- Psychology & Human Behavior