

Derrick Pina

12 Cassandra Drive
Wolcott, CT 06716

203-770-2572

derrickp78@msn.com

derrickpina.com

SKILLS

Design Management

UX Design

UI Design

iOS/Android Design

Responsive Web Design

Sports Design

Production Design

Ad Design

User Testing

Rapid Prototyping

Front End Development

EDUCATION

Western Ct. St. U.
Computer Science

Hello!

I am a dynamic product design lead with 20+ years of experience producing and shipping compelling products for millions of users across the globe. I am a detail oriented problem solver, with expertise in all stages of the product design lifecycle.

EXPERIENCE

Fubo Gaming

Design Director / Nov 2021 - Feb 2023

Led design team on launch of Fubo Sportsbook, a companion sportsbook for FuboTV. Partnered with product and FuboTV design team to create human centered experience to watch and wager with FuboTV. Directed creation of Figma libraries and projects, implemented agile workflow, and worked closely with outside partners to integrate services such as banking, statistics, scoring and odds. Mentored design team on skillsets including presentation, communication, and collaboration.

The Walt Disney Company

Senior Product Design Manager / Sep 2018 – Oct 2021

Expanded upon my leadership role in Fantasy sports and contributed to other high profile Disney products. I directly hired for and managed our growing Fantasy design team. Led Fantasy design in developing “FIRE”, an automated tool to produce high volume of Pick’em style games. Roles for “FIRE” included user research, roadmapping, engineering partnership, and art direction. Played large role in the creation of the Disney Prism Design System, documenting components and patterns to be shared on products for ABC, Disney, National Geographic and Marvel.

ESPN

Art Director / Sep 2012 – Sep 2018

Design lead for 2014 ESPN.com redesign. Led team in responsive rework of homepage, article templates, automated scoring pages and new advertising solutions. Transitioned to design lead for ESPN Fantasy sports and took on formal managerial role. Revamped the Tournament Challenge app which resulted in record breaking numbers for bracket creation. Led the redesign of the ESPN Fantasy app, consolidating all sports into a single experience, increasing revenue and user base year over year.

Previous Experience ↓

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EXPERIENCE CONT'D

ESPN

Senior Designer / Sep 2008 – Sep 2012

Played large role in 2008 site redesign which required many disciplines ranging from layout to front-end development. Led design for live events, international sports and long form journalism. Projects included Gamecast, the Euro 2012 Soccer Microsite, World Cup 2010 Microsite, and redesign of ESPNsoccernet.com. Mentored students at RISD in their sports design course. Guest spoke at other college journalism classes about my work on long form editorial.

West World Media

Web Designer & Developer / Mar 2006 – Sep 2008

During my tenure at West World Media I launched over 15 new websites for movie theaters and I also developed the corporate website. While the senior member of my department I implemented several new practices to streamline the production of websites and improve data accuracy. I also trained co-workers on new technology and website development concepts.

Society of Plastics Engineers

Web Designer & Developer / Oct 2003 – Mar 2006

Revamped the static HTML website into a dynamic, PHP based site with many interactive features. Tasks included building a custom template system, implementing CSS styles, integrating a PHP based search engine and working with our web host to ensure a smooth launch. Designed HTML emails for promotions and announcements. Created a tracking system to report views and click-throughs saving this non-profit high monthly costs for a vendor solution.

Kuehne + Nagel

Web Designer & Developer / Apr 1999 – Oct 2003

Designed and maintained both the company Intranet and Corporate Web site. Designed interfaces for USCO's proprietary web based Warehouse Management Systems. Created print graphics for use in company literature, recruiting posters, and for various interoffice materials. I worked with the QA department to develop literature on Best Practices, setup and maintain users on our QA tools.