



# DERRICK PINA

## DESIGN LEAD

### CONTACT

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### SKILLS

- Design Management
- UX Design
- UI Design
- Product Development
- iOS/Android Design
- Responsive Web Design
- Design Systems
- Production Design
- Advertising Design
- Partner Relations
- Research
- User Testing
- Rapid Prototyping
- Developer Relations
- Front End Development

### EDUCATION

- Western Connecticut State University
- Computer Science

### PROFILE

→ Dynamic and results-driven design lead with a wealth of experience blending product thinking, creative vision and technical expertise to deliver exceptional user experiences. Skilled in leading cross-functional teams and guiding the design process from concept to execution. Adept at balancing artistic direction with technical precision, ensuring that work is not only visually compelling but also functional and user-centered. Proven track record of mentoring and growing talent, and advocating for design through communication and storytelling.

### EXPERIENCE

#### → DESIGN DIRECTOR

##### **Motorsport Network | Nov 2023 - Present**

Managed and contributed to redesign of five editorial web sites covering auto racing and automotive industry, including motor1.com and insideevs.com. Collaborated with product, sales and data teams to identify critical areas of improvement and create new revenue opportunities. Created sophisticated, yet simple design system in Figma utilizing variables, modes, and components to manage shared design language amongst properties. Reimagined brand identity for InsideEVs and managing all creative for 2025 Autosport Awards.

#### → DESIGN DIRECTOR

##### **FUBO Sportsbook | 2021 - 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. Identified and improved major bottlenecks in creating user account and placing first bet. 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.

#### → SENIOR PRODUCT DESIGN MANAGER

##### **The Walt Disney Company | 2018 - 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.



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## EXPERIENCE CONT'D

### → LEAD PRODUCT DESIGNER

#### ESPN | 2012 - 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.

### → SENIOR DESIGNER

#### ESPN | 2008 - 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.

### → WEB DESIGNER

#### West World Media | 2006 - 2008

Launched over 15 new websites for movie theaters in this agency role. Performed content design and managed distribution of over 100 newsletters per week. 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. As stretch project, completely redeveloped web site for USA Luge Olympic team, including design and build of custom CMS for managing results, athletes, venues and news.

### → WEB DESIGNER

#### Society of Plastics Engineers | 2004 - 2006

Revamped the static website for this non-profit into a dynamic, PHP based site with many interactive features. Designed and built new systems for sales team to drive revenue and showcase partners, the technical journals team to post articles on their own, and members to manage their accounts. Designed HTML emails for promotions and announcements. Created a tracking system to report e-mail views and click-throughs, saving this non-profit high monthly costs for a vendor solution.