

Dwight Battle

SENIOR DIRECTOR OF PRODUCT DESIGN AND CREATIVE LEADER

Emmy-winning design leader with 25+ years building consumer products across streaming, reading, live sports, and gaming. I build and lead design organizations and stay hands-on with the craft and the tools, with a strong feel for products that are meant to be joyful. Founding designer at Fanatics Betting & Gaming. Earlier, I helped build Amazon Prime Video's award-winning live sports experience, the core Kindle app, and some of HBO's first direct-to-consumer products.

FANATICS BETTING & GAMING

Senior Director of Product Design

2022 – 2026 | LOS ANGELES, CA

Founding designer at Fanatics Betting & Gaming. Built and lead the in-house design practice across the Sportsbook, Casino, and Markets products.

LEADERSHIP AND ORGANIZATION

- First design hire. Hired 15+ designers and helped build an organization of 20+ including writers, researchers, and content strategists, with near-zero voluntary attrition since founding.
- Every designer has been promoted at least once; several have advanced multiple times into people-leader and senior IC roles.
- Shaped the company's product design vision from the start and set the craft and quality bar for the team.

PRODUCT AND BUSINESS IMPACT

- Identified, scoped, and led a 2024 Paris Olympics initiative that wasn't on the roadmap. Built the cross-functional working group across product, engineering, marketing, and commercial, and shipped it with zero net-new engineering investment. It delivered \$32M in handle during the event, 87% of which came from our highest-value customer segments, and became the framework FBG uses for tentpole events like the Super Bowl, March Madness, and the World Cup.
- Founding Design Director for Fanatics Sportsbook and Casino (launched 2023). Established the original product design direction and strategy with product and engineering partners while building the initial design team.
- Led design for Fanatics Markets from green light to launch in six months, building the team and shipping in parallel (launched 2025).

CRAFT AND AI PRACTICE

- Created the design team's AI practice, authoring the AI-assisted workflow that cut concept-to-engineering handoff from months to weeks, most recently 10 days.
- Built an AI-assisted pipeline that generates IP-safe fallback player assets across four major sports leagues, integrated into the enterprise design system.
- Partnered closely with the FBG design systems team, building net-new components to spec and advocating for larger changes when the system needs them.

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AMAZON

2019 – 2022 | SEATTLE, WA

Senior User Experience Designer, Amazon Prime Video (2021–2022)

One of several lead designers on Prime Video's Live Experiences team, and the sole designer for the product's overall navigation and its signature Rapid Recap feature.

- Designed the live experience's core navigation across mobile and connected TV: how viewers move between concurrent events, switch streams, and pick up time-shifted playback.
- Rapid Recap, the curated-highlights view built to get a late-arriving viewer caught up to a live event in seconds, then drop them into the live stream. Originally scoped for cricket, then rescoped to carry Thursday Night Football when Amazon landed the NFL deal. It won a **2023 Sports Emmy for Outstanding Interactive Experience** and still runs across Amazon's live sports today.

Senior User Experience Designer, Amazon Kindle (2019–2021)

- Lead product designer for the digital Kindle reading experience across mobile, tablet, and desktop.
- Owned UX strategy across platforms, balancing new readers, power users, and the Kindle device ecosystem, and partnered with product and engineering to ship globally.

HBO/WARNERMEDIA

Senior Product Designer

2015 – 2019 | SEATTLE, WA

Senior designer on the team that built HBO's digital experiences, from subscription and sign-in through account management across HBO NOW, HBO GO, and the products that became HBO Max.

STUDIO BATTLE CREATIVE

Independent Senior Designer

2008 – 2015 | SEATTLE, WA

Freelance design practice spanning brand identity and digital product teams.

- **Ratio LLC (2014–2015)** – Designed the in-flight entertainment experience for Alaska Airlines.
- **Filter LLC (2013–2014)** – UX designer on early development of Microsoft's Surface Hub.
- **UIEvolution (2012–2013)** – Lead product designer for the Princess Cruises in-suite guest television experience.

AWARDS

2023 Sports Emmy Award — Outstanding Interactive Experience, Event Coverage (Prime Video, *Thursday Night Football*)

EDUCATION

University of Dayton — Design and Visual Communications