Dwight Battle

Senior Director of Product Design | Live Sports and Consumer Media

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Emmy-winning design leader with 25+ years in consumer products, including Prime Video's NFL Thursday Night Football, HBO's direct-to-consumer products, and Fanatics Sportsbook, Casino, and Markets. I connect fan behavior and business priorities to product direction, then build the teams and partnerships needed to ship it.

FANATICS BETTING & GAMING

2022–2026 | Los Angeles, CA

Senior Director of Product Design | 2025–2026

Director of Product Design | 2022–2025

Founding internal design hire. Built the in-house design practice across Sportsbook and Casino, then built the Markets team, leading product design while hiring and developing the people to deliver it.

PRODUCT AND BUSINESS LEADERSHIP

- Led the founding design direction and strategy for Sportsbook and Casino, working directly with the CEO and CPO in regular sessions on the initial product, its early design, and the brand. Launched in 2023 with product and engineering partners.
- Originated Fanatics' tentpole-event product strategy, making the business case to the CEO and executive leadership and winning their backing. Aligned marketing, commercial, and product around customer journeys that scaled from NFL season launch and the Super Bowl to NCAA March Madness and the Paris Olympics, which launched with minimal new engineering and without displacing roadmap work.
- Built the Fanatics Markets design team and designed alongside it, taking a new prediction markets business from greenlight to launch-ready in six months. Shaped a sports-first proposition that made prediction-market mechanics understandable to sportsbook customers, releasing more advanced trading tools over time so new customers weren't overwhelmed.
- Proposed an AI-enabled operating model for Design, Product, and Engineering, using prototypes for earlier alignment and automating work between design and engineering. Defined responsible-gaming and dark-pattern AI guardrails designed to work in a regulated gaming environment.

In Eilers & Krejcik Gaming's independent app evaluations, Sportsbook rose **from #6 to #3**, holding #3 across four consecutive reports through mid-2026; Casino ranked **#2 in UX** in the second half of 2025.

ORGANIZATION AND TALENT

- Starting as a team of one, hired 15+ designers and helped build a 20+ person organization across design, research, writing, and content strategy. Sized the team around designer–product partnerships, pairing designers with product managers to enable autonomous decisions and delivery.
- Developed senior ICs and new people leaders, including coaching the future Casino Design Director through the move into management. Every designer has been promoted at least once, with minimal voluntary attrition.

BRAND AND MARKETING

- Served as FBG's senior design voice on brand development, working with executive leadership on product naming and identity. Helped select brand agencies, briefed each new agency on the product, and was regularly called in on brand campaigns.
- Directed the marketing design team's work during the 2024 transition to a new CMO, while continuing to lead product design.

DESIGN CRAFT

- Designed Fanatics' tentpole product experiences, including the Super Bowl, the NCAA basketball tournaments, and Paris Olympics event hubs, with discovery and content that changed as each event unfolded to give customers reasons to return.
- Built an AI-assisted player-asset pipeline to streamline repetitive artwork production for major pro and college sports. Wrote fallback-asset generation scripts, connected assets to existing player data, and bound them to enterprise design-system tokens.

AMAZON

2019–2022 | Seattle, WA

Senior User Experience Designer, Prime Video | 2021–2022

Lead designer for live-event navigation and catch-up within Prime Video's Live Experiences team, initially for cricket before shifting to Thursday Night Football.

- Developed Rapid Recap's foundational concept and UX, using highlights to bring viewers up to speed and into live action. Adapted it for Thursday Night Football; the work went on to earn a **2023 Sports Emmy** for Outstanding Interactive Experience, Event Coverage.
- Defined live-viewing navigation across web, mobile, and connected TV, including switching between simultaneous language and commentary streams while staying close to live action.

Senior User Experience Designer, Kindle | 2019–2021

- Led Kindle reading design across mobile, tablet, and desktop. Owned cross-platform UX strategy, balancing new readers, power users, and the Kindle device ecosystem with product and engineering partners to ship globally.

HBO / WARNERMEDIA

Senior Product Designer

2015–2019 | Seattle, WA

Lead designer for subscription, sign-in, and account management across web, mobile, and connected TV for HBO NOW, HBO GO, and the products that became HBO Max.

AWARDS

2023 Sports Emmy Award · Outstanding Interactive Experience, Event Coverage
Prime Video, Thursday Night Football

EDUCATION

University of Dayton · Design and Visual Communications