

Terry Coopey

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Principal Product Designer and Design Director with 15+ years of experience turning complex, ambiguous initiatives into successful products used at scale. Combines product strategy, hands-on design leadership, experimentation, and AI-assisted workflows to drive measurable outcomes across engagement, conversion, retention, and revenue.

Experience

Principal Product Designer

FanDuel Sportsbook | 2023 – Present

Owned product design across Live Betting and Rewards, shaping product vision, strategy, and delivery for core engagement, conversion, and retention systems used by millions.

- Partnered with product, engineering, analytics, commercial, and executive stakeholders to align product strategy, define success metrics, and move high-ambiguity initiatives from concept through launch and iteration.
- Led 0→1 development and scaling of FanDuel's Quick Bets experience, reducing live SGP friction through consolidated betting flows that drove a +49% lift in Parlay conversion and +29% increase in overall bet conversion, later scaled into a core live betting experience across product and national marketing campaigns.
- Led design of high-value rewards and promotional systems, scaling a subscription-based offering to 9k opt-ins, ~58% participation among eligible high-value users, and 60% usage of awarded reward tokens, driving a 34% YoY increase in mid-to-high value engagement.
- Applied AI-assisted workflows to accelerate competitive analysis, research synthesis, concept exploration, and product decision-making across loyalty and rewards strategy.

Design Director

FanDuel Racing & TVG | 2016 – 2023

Led the transformation of TVG from a legacy niche product into an industry leading, scalable, multi-audience platform, redefining the experience for both expert and mainstream bettors.

- Built a team of 7 through the end-to-end transformation of TVG from a legacy niche product into a scalable multi-audience wagering platform, balancing the needs of sophisticated racing bettors with mainstream sportsbook users across a combined 1M+ active user ecosystem and 16.1% market share.
- Repositioned the racing experience to support FanDuel's broader growth strategy, modernizing complex wagering workflows into a faster, more accessible product while preserving a "best in class" experience consistently preferred by sophisticated bettors over key competitors
- Directed research and product discovery across Racing and Sportsbook, synthesizing behavioural data, competitive analysis, and deep customer insight to shape usability, retention, onboarding, and cross-sell strategy across high-frequency betting journeys.

Senior Product Designer

Betfair Sportsbook and Exchange | 2011 – 2016

- Progressed from Graduate to Senior, leading major initiatives including the company's first Sportsbook product including Cash Out, now standard across the global betting industry.

Skills and Expertise

Category	Skills
AI-Assisted Design & Strategy	Applying AI to accelerate synthesis, expand solution exploration, and improve decision quality
0→1 Product Development	Turning ambiguous opportunities into shipped, high-impact products
Engagement, Conversion & Retention Systems	Designing behavioural loops that drive user and commercial outcomes
Experimentation & Optimisation	Partnering with analytics to improve conversion and product performance
Complex Systems Simplification	Making high-density, high-stakes experiences intuitive and scalable
Cross-functional Product Leadership	Aligning product, engineering, and business stakeholders to deliver at pace

Education

BSc (Hons) Software Engineering - First class honors

University of the West of England | Bristol, United Kingdom | 2007-2011

Core Skills

Product Strategy | Product Vision | Product Design | UX Leadership | Design Leadership | 0→1 Product Development | Product Lifecycle | Design Systems | Experimentation and Optimisation | Growth and Conversion | Retention Strategy | Data-Informed Design | User Research | Usability Testing | Information Architecture | Interaction Design | Prototyping | Executive Communication | Stakeholder Management | Cross-Functional Leadership | Roadmap Alignment | KPI and OKR Definition | AI-Assisted Design Workflows | Figma
