

TERRY COOPEY

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PRINCIPAL PRODUCT DESIGNER

Transforming fuzzy opportunities into sharp direction and tangible business value

Creative and meticulous product designer combining hands-on craft with systems thinking and conscientious work practices to deliver sustainable, data-informed outcomes utilized by millions. Evolve ambiguous product challenges into scalable consumer experiences through product strategy, strategic UX, end-to-end customer journey design, and AI-assisted workflows that optimize engagement, conversion, and retention. Apply user research, behavioral design, experimentation, and insight synthesis to inform high-impact product decisions. Collaborate cross-functionally to align ways of working within highly regulated environments. Use tools such as Claude, Codex, and Figma Make to accelerate design process from insight to shipped interface while optimizing quality. Lead teams through 0-to-1 product delivery.

Areas of expertise:

Product Strategy | Strategic UX | Interaction Design & Prototyping | User Research & Insight Synthesis
Experimentation & A/B Testing | Growth & Conversion Optimization | Behavioral Design | Design Systems & Scalable UI
Information Architecture | Consumer Mobile & Web Product Design | Cross-Functional Leadership | Complex Systems

PROFESSIONAL EXPERIENCE

FANDUEL, Los Angeles, CA

Principal Product Designer – Sportsbook (Remote)

06/2023 – 07/2026

Partnered with product, engineering, analytics, research, marketing, and executive stakeholders to mature ambiguous product ideas and complex opportunities into scalable user experiences that delivered measurable business impact. Provided end-to-end product design for live betting and promotional features, from concept through interaction design, prototyping, and engineering handoff. Reported to VP of Design and worked closely with cross-functional leadership on product strategy, discovery, and prioritization while providing system-level design oversight to align initiatives, eliminate redundant efforts, and deliver cohesive product experience. Mentored and coached team of 8 designers, supporting career development, upskilling on tools and best practices, and reviewing deliverables to ensure quality standards.

- Defined live betting experience vision and strategy, aligning 7 distinct stakeholder groups around single roadmap and release that shaped significant workstreams and sustained continuous, coordinated release cadence.
 - Expanded live betting's share of total wagering volume to 47% (+5 pts YoY) and live bet success rate to 86% (+3 pts).
- Drove +49% parlay (multiple bets on a single ticket) conversion and +29% overall bet conversion by redesigning Quick Bets, enabling faster discovery, evaluation, selection, and bet placement within time-sensitive live markets.
 - Scaled Quick Bets nationally to 21% of NFL and 16% of MLB live betting volume within 1 year.
- Led design strategy for flagship subscription initiative sponsored by the GM of Sportsbook, partnering with commercial, UX research, product, brand, marketing, and engineering to transform an executive vision into a multi-phase subscription model while validating technical and business feasibility.
 - Validated model through pilot to 75% opt-in among highest-value players, driving +88% YoY betting growth among subscribers versus +24% for non-subscribers and +28% for control group.
- Rebuilt VIP program natively in-app, reworking information architecture, applying new branding assets and styles, and building AI-assisted pipeline to standardize supplier content.
 - Streamlined core flows for both users and back-end operators and increased program visits +513% month-over-month, with 90% 14-day return rate.
- Built AI-enabled workflows using Claude, Codex, and Figma Make to accelerate design operations, enhance prototypes, and improve research effectiveness.
 - Automated supplier content formatting, saving tens of hours of manual effort while delivering consistent, user-ready experiences.

Design Director – FanDuel Racing & TVG

05/2016 – 06/2023

Modernized UX practices across research, innovation, systems thinking, and product development and delivery. Established scalable design processes that integrated customer research, competitive benchmarking, and iterative refinement, aligning cross-functional teams around product strategy, discovery, and continuous delivery.

- Built and scaled multidisciplinary UX team from 0 to 7 designers, establishing hiring, coaching, and team practices that supported sustainable organizational growth.

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PROFESSIONAL EXPERIENCE

Design Director – FanDuel Racing & TVG

continued

- Orchestrated ground-up rebuild of FanDuel Racing to replace TVG's legacy platform, transforming outdated, niche racing product that served older core customer base into scalable multi-audience wagering platform that appealed to sophisticated racing bettors and mainstream sportsbook users.
 - Leveraged customer research data to identify opportunities and set priorities/roadmap for best-in-class platform.
 - Iterated and refined product into 1.1M+ active-user ecosystem that captured 850K active users and 16.1% category share within 3 years.
 - Achieved 75% usability survey score (above industry benchmark) and 80% ease of use score, highest satisfaction ratings in product suite.
- Realigned TVG's design system, built before FanDuel merger, to align with FanDuel's system, avoiding disruption to TVG customer experience to preserve TVG's market position and enabling synchronized future development across TVG and FanDuel products.
- Governed design systems for TVG's television rebrand, unifying wagering and TV experience to deliver complete brand consistency across 30M households.
- Led 6-month 0-to-1 build of one of first legal U.S. sportsbook products following 2018 legislation (PASPA) repeal.
 - Validated concepts through extensive customer testing, coordinating with remote development teams.
 - Delivered product that became #1 sportsbook in the U.S. within 12 months, capturing 50% market share.

BETFAIR, London, UK

Senior Interaction Designer

05/2011 – 06/2016

Collaborated with Product, engineering & marketing teams to shape sportsbook and betting experiences across mobile and desktop products. Served as lead designer for Sportsbook and Exchange platforms, driving discovery, roadmap alignment, design reviews, engineering collaboration, and end-to-end delivery of customer-informed experiences. Performed interaction design and rapid prototyping based on customer research and market intelligence.

- Designed Cash Out sportsbook product, growing platform into standard across the betting industry.
- Mentored newer team members by sharing product knowledge and coaching design and prototyping skills.
- Hired into graduate program for Java development and moved to UX team within 6 months, working progressively as a UX Prototyper and UX Designer before promotion to Senior Interaction Designer.

Earlier experience: **Web Developer**, PeToBa Media Ltd. and 10 Yetis PR Agency; **C++ Developer**, DSTL

EDUCATION

UNIVERSITY OF THE WEST OF ENGLAND, Bristol, UK

Bachelor of Science in Software Engineering, First-Class Honors

TECHNICAL SKILLS

Figma | Figma Make | FigJam | Claude | Codex | ChatGPT | Perplexity | Miro
Jira | Asana | Confluence | Notion | Amplitude | Accessibility (WCAG 2.2 AA) | Inclusive design | OKRs | Workshops | Design Sprints | Interactive Prototyping | Component Libraries | AI-assisted Research Synthesis | Product Analytics | Usability Testing