

BRIAN FRODEMA

Director, Product Design (UX) | Strategy > Brand > Product Systems | Consumer Apps (Sports + Betting)
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SUMMARY

Director-level product design leader with 17+ years building consumer experiences across fantasy sports, sports betting, sports gaming, and consumer products. Define UX vision, principles, and standards; translate strategy and user insight into clear UX direction and roadmaps; lead end-to-end UX from research and prototyping through usability testing/validation, delivery, and iteration. Build and govern scalable design systems that enforce consistent production across Product, Engineering, Data, Marketing, and Customer Support teams. Coach designers and creatives through setting clear standards, providing feedback, and repeatable operating rhythms; grounded in formal leadership training (M.S. in coaching) and hands-on experience hiring, onboarding, and mentoring designers.

STRENGTHS

- **UX Vision + Standards:** Define UX principles, quality metrics, and scalable patterns for core product
- **Strategy > Roadmaps:** Convert business goals, user insight, and product data into direction and sequencing
- **End-to-End UX Oversight:** Research synthesis, IA, flows, prototyping, testing/validation, delivery, iteration
- **Design Systems + Governance:** Build system foundations; document, coach adoption, and maintain consistency
- **Accessibility:** Apply inclusive design standards; target WCAG AA across product surfaces
- **Executive Influence:** Partner with founders and department heads to set UX direction, standards, and priorities
- **Cross-Functional Leadership:** Partner with Product, Engineering, Data, Marketing, CRM, and Customer teams
- **Team Leadership + Coaching:** Hire and onboard designers; establish standards, critique, and review cadence

WINS

- DRAFT acquired by Paddy Power Betfair for \$48M (2017) and merged with FanDuel (2018)
- Defined a simple, fair, fun UX strategy for draft-centric play; delivered a stable, responsive platform optimized for peak demand moments (pre-game rush)
- Built and governed design systems and experience standards across the customer journey, keeping every touchpoint consistent and high-quality as the business scaled
- Led creative direction across Product Design, Marketing, CRM, Social, and Events; set direction, approved work, and coached teams to execute
- 2017 FSTA Awards: Fantasy Business of the Year, Best Draft Room, Best Games App, Best Daily Fantasy Game
- Led performance creative supporting \$7M in ad spend, driving 100,000+ users in six weeks (2017 NFL season)
- Sprocket Sports: 0 > 1 product design that strengthened fundraising narrative; Series A led by Frontier Growth

EXPERIENCE

BrianFrodema.com | Founder | Creative Director, Product Designer

Jun 2021 - Present | NYC Metro (Remote/Hybrid)

- Lead cross-functional product design engagements end-to-end: align stakeholders, synthesize insight, prototype, test/validate, deliver production-ready designs, and iterate using qualitative and quantitative signals
- Build brand worlds and product systems that scale across product, marketing, and customer touchpoints; coach adoption with contractors, agencies, and client teams

Selected Client Work (BrianFrodema.com)

PerfectDraft US (AB InBev)

- Delivered a mobile-first website redesign, identity update, and product design system to support U.S. expansion
- Partnered with stakeholders using product analytics to improve age verification, add-to-cart, and checkout flows

Sprocket Sports

- Led product design from 0 > 1 prototype for Sprocket Lite iOS, shaping a casual team-based experience that strengthened fundraising narrative and supported a Series A led by Frontier Growth (2025)

Guillotine Leagues (Matthew Berry's Fantasy Life)

- Owned redesign of iOS app, website, and brand/product design system
- 2025 season impacted by technical constraints; postmortem and 2026 quality plan documented to improve build quality and deliver the intended product experience

Los Dos Tequila | Founder | Creative Director, Product Designer

Jan 2020 - Jun 2021 | New York, NY | Guadalajara, Jalisco, MX

- Built the brand world and product system end-to-end (naming, identity, packaging specs, launch assets)
- Shipped mobile-first e-commerce and lifecycle messaging to activate ordering, drops, and events

DRAFT | Founding Team | Creative Director, Product Designer

Aug 2015 - Jan 2020 | New York, NY

- **UX direction:** Owned UX direction for a consumer app experience designed to be simple, fair, and fun; balanced user needs, business goals, and technical feasibility
- **Product scale:** Scaled from a single head-to-head snake draft into a multi-game platform across iOS, Android, and web (Head-to-Head, Multiplayer, Tournaments, Dream Team, Best Ball, and Live Auction)
- **Platform quality:** Partnered Engineering to maintain a stable, responsive experience and prioritize performance during peak traffic times (pre-game rush)
- **End-to-end UX oversight:** Research, ideation, prototyping, testing/validation, delivery, and iteration; used data and user feedback to refine the product continuously
- **Design systems + governance:** Established system standards and a critique/review cadence; governed adoption across functions to ensure consistency at scale
- **Leadership:** Hired and onboarded a product designer; coached performance using the situational leadership model to accelerate autonomy within established systems and standards
- **Growth marketing creative:** Led performance creative supporting \$7M in ad spend, driving 100,000+ users in six weeks (2017 NFL season)

Grand Prix International | The Haywire Group | Product Development, Packaging Design, Graphic Design

Jul 2009 - Aug 2013 | Springfield, MA

- Designed packaging and products for major U.S. retailers; delivered production-ready specs for manufacturing

EDUCATION

Smith College | M.S., Exercise & Sport Studies, 2015

Westfield State University | B.A., Graphic Design & Art History, 2009

TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Google Workspace, Monday.com, HoneyBook, Wix Studio