

CHRIS CAPELLINI

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RECOGNITION

2018 Fantasy Sports Trade
Association Awards - Best
Season Long Game

2017 Fantasy Sports Trade
Association Awards - Best News
& Content App, Best Game and
Innovator of the Year

2014 Editor & Publisher's EPPY
Award - Best User Experience for
ESPN Fantasy Football

2012 Webby Award - People's
Voice Winner for Mobile &
Apps Sports (Handheld Devices) -
WatchESPN

2012 Sports Business Awards -
Best in Sports Technology -
WatchESPN

2008 Webby Awards - Best
Sports Website and People's
Voice Winner for Best Sports
Website - espn.com

2002 John Caples Awards Finalist



ESPN/DISNEY

Currently managing a team of User Experience and Interface Designers across multiple platforms including web, iOS, Android and connected devices.

Director, Digital Product Design/UX | 2016 - Present

Product Design and UX Lead, driving global cross-platform design solutions for ESPN, ABC News, ABC Owned and Operated Networks, and National Geographic digital, engaging over a hundred million domestic users while averaging over a hundred million monthly uniques. Through creativity, adaptability, passion, and collaboration, I successfully worked across all functional areas of digital to consistently deliver impactful designs that add business value. Highlights from recent years include:

- Led the design of the 2020 election coverage, which broke digital traffic and user engagement records for both ABC News and ABC Own Local Networks.
- Oversaw the UI and UX design for ground up redesign of the National Geographic mobile and tablet apps.
- Managed the visual overhaul and refinement of the market-leading fantasy suite of products, including Fantasy Football, Basketball, Baseball, Hockey, Tournament Challenge, Steak, and more, which resulted in consecutive year-over-year growth for all games.
- Helped develop a gaming platform that allows ESPN to reduce build and deploy time for pick-style games from several months to a few days. This process has allowed us to create exponentially more games than in years past and drove increased engagement numbers for our ESPN digital products.
- Led initiatives around operational and team efficiency by consolidating and refining process between different design groups, aligning common design templates and frameworks for use with multiple brands and cross-training designers to quickly and efficiently move across our product suite.

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SKILLS

Creative Direction and Leadership,
Mobile Application Design,
Connected Device Design,
Responsive Web Design, UX/IA
Principles, Agile development

PROFICIENT IN

Sketch, Figma, Principle, InVision,
Photoshop, Illustrator, InDesign

KNOWLEDGE OF

Final Cut Pro, HTML/CSS,
MS Office Suite, Apple iWork Suite

ESPN/DISNEY (CONT.)

Art Director - Digital Media | 2010 - 2016

Principle designer and design team lead during the evolution of ESPN's live-streaming video products, ESPN360.com, and ESPN3.com. I was an original team member that built the first-to-market live, authenticated sports streaming service, WatchESPN. I played a crucial role in the growth of WatchESPN to multiple platforms, including web, mobile, tablet, CTV, and gaming consoles.

Associate Art Director - Digital Media | 2008 - JUNE 2010

Design lead on sportscenter.com, helped manage the 2009 web redesign of espn.com with a specific focus on video experiences.

COMPANY C (FORMERLY CHINNICI DIRECT, NOW PART OF KBS)

Led creative campaigns for major brands in both print and digital media. Provided design supervision for several major website redesigns. Developed innovative solutions to client's needs using the latest in digital technology.

CLIENT LIST: Chase Manhattan Bank, Capital One, MetLife Bank, American Home Mortgage, Virgin Atlantic Airways, Fidelity Investments, Cablevision, Weight Watchers, New York/Long Island Honda, Windstream Communications, Barnes & Noble, AT&T Wireless, Pantone, Starpower - RCN, Bloomberg News Radio, Reed Exhibitions, John Deere, Millennium Broadway Hotel, Sothebys.com

Art Supervisor | 2006 - 2008

Senior Art Director | 2004 - 2006

Art Director | 2001 - 2004

Junior Art Director | 1999 - 2001

LOYOLA UNIVERSITY IN MARYLAND

(FORMERLY LOYOLA COLLEGE IN MARYLAND)

Bachelor of Arts | CLASS OF 1999

Communications (Design Concentration), Minor in Studio Art