

Jay Hutton

Design Leader · Connected Fan Experiences · Design Systems at Scale · Player-Coach
ESPN · Bleacher Report · March Madness Live · NCAA

Connecticut (Open to Remote) · jay@jayhutton.com · jayhutton.com · linkedin.com/in/huttonj

PROFESSIONAL SUMMARY

Senior design leader with 15+ years of experience shaping connected, fan-first experiences across complex, multi-product ecosystems for iconic sports and entertainment brands. Have spent a career at the intersection of fandom and product, designing for sports fans at ESPN, Bleacher Report, and Warner Bros. Discovery Sports, and building financial and loyalty product experiences at Global Atlantic Financial Group, each where design became a strategic driver of business outcomes. Known for being the connective tissue across teams, business units, and product surfaces: setting a clear design vision, building the relationships that make cross-functional alignment possible, and getting into the work alongside the team as a hands-on player-coach. Skilled at unifying fragmented experiences into something cohesive and premium, scaling shared design systems and interaction patterns across products and teams, and building influence for design. Driven by turning transactional product moments into experiences fans love and return to every day.

EXPERTISE

Craft & Experience

- UX/UI Design
- Connected Experiences
- Interaction Craft
- Emotional & Premium UX
- Fandom-Driven Design
- Visual Design
- User-Centered Design
- Design Thinking

Systems & Engagement

- Design Systems at Scale
- Cross-Product Patterns
- Systems Thinking
- Engagement & Retention
- Habit-Forming Design
- Personalization
- Loyalty & Fintech UX
- Figma / AI Tools

Leadership & Influence

- Design Leadership
- Player-Coach
- Influence Without Authority
- Executive Storytelling
- Cross-Functional Alignment
- Building & Mentoring Teams
- North Star Vision
- Design Culture Building

PROFESSIONAL EXPERIENCE

Sr. Product Design Manager, Sports

Warner Bros. Discovery | Apr 2025 – May 2026

Bleacher Report · NCAA.com · March Madness Live

- Led product design across a multi-product sports portfolio (Bleacher Report, March Madness Live, NCAA.com), bringing cohesive, fan-first design thinking to a set of distinct products and audiences.
- Architected and shipped Stadium, a unified design system and shared interaction language, securing adoption across 6 products and 7 designers spanning 2 teams, reducing the component library by 80% (from 250+ to ~50) and ensuring disparate products feel like part of one coherent, enjoyable experience.
- Mentored and developed designers while staying hands-on with the work, fostering independence through a shared culture of craft excellence, built around peer critique, design review, and a team-wide commitment to raising the bar together.
- Built alignment across brand, content, product, and engineering leaders, driving consistency across independent teams through influence and a shared design vision.
- Bleacher Report, a Warner Bros. Discovery company, was named one of Fast Company's Most Innovative Companies in Sports for 2026.

Sr. Product Design Manager

Bleacher Report | Dec 2022 – Apr 2025

- Set the design vision for Bleacher Report, one of the most recognized brands in sports, shaping fan-first experiences that went beyond the transactional to build emotional connection and daily habit.
- Designed and shipped Social Interactions, a community and social-presence suite including the Comment Sheet, driving a 15%+ increase in engagement per session and deepening the sense of fandom and belonging in the app.
- Redesigned onboarding to highlight personalization and team-following, delivering a 7% completion lift, a 12% increase in alert opt-ins, and 1.5 more teams followed per user, each to drive long-term retention and habit formation.
- Led the team as a player-coach, getting hands-on with the work while mentoring designers and holding a premium bar for craft and interaction quality.

- Partnered closely with brand, content, product, and engineering to drive engagement and retention outcomes, building design's presence and credibility across functions throughout the design and delivery process.
- BleacherReport.com, fully redesigned under my leadership, was named the 2024 Webby Awards People's Voice Winner for Sports (Websites and Mobile Sites).

Product Design Manager

Bleacher Report | Nov 2021 – Dec 2022

- Led product design for the Bleacher Report app, managing designers across new fan-facing features and experiences.
- Promoted to Sr. Product Design Manager in recognition of design leadership, team culture, and product impact.

AVP, Digital Design

Global Atlantic Financial Group | Jan 2018 – Nov 2021

- Built and directed the design function at Global Atlantic Financial Group, a KKR-backed retirement and life insurance company, designing digital products for both individual policyholders and the internal sales professionals who serve them.
- Established shared design systems and interaction patterns across a connected portfolio of consumer and professional products, bringing consistency and a premium feel across every touchpoint.
- Elevated design from a downstream service into a recognized strategic function with executive visibility and influence.

Associate Art Director, Editorial

ESPN | Oct 2015 – Dec 2017

- Designed premium, emotionally resonant fan experiences at one of the world's most recognized sports brands, building deep expertise in sports fandom and how design turns passion into engagement.
- Crafted immersive, interactive experiences across multiple surfaces and platforms, reaching tens of millions of fans with a high bar for craft and interaction quality.

Sr. Designer

ESPN | Apr 2013 – Oct 2015

- Designed fan-facing experiences across digital and social platforms for ESPN's award-winning content teams, earning promotion to Associate Art Director.

EDUCATION

Master of Arts, Graphic Information Design

Central Connecticut State University

Bachelor of Arts, Communications Multimedia

Marist University