

MANEY ORM

PRODUCT DESIGNER + LEADER

I am a product designer and leader, passionate about creating captivating, user-driven, and data-led digital experiences.

WORK EXPERIENCE

— Fanatics Betting & Gaming, Inc.

Senior Manager, Product Design, Casino

November 2024 - Present

- Created and fostered a small, high performing design team, outputting high level feature work that answered to business and customer needs around the Fanatics Casino gaming experience

Staff Product Designer

February 2023 - November 2024

- Led the design and launch of Fanatics's first online casino product
- Led the art direction for the branding of multiple Fanatics online casino games, resulting in \$1M in GGR and 72% retention in *Fanatics Blackjack* in the first half of 2024 alone
 - Other games include *Fanatics Blackjack Multihand*, *Fanatics Field Goal Frenzy*, *Fanatics Spin to Win*

— Dow Jones, The Wall Street Journal

Senior Experience Designer

August 2022- February 2023

- Led the design of The Wall Street Journal's (WSJ) Audio Center, creating a hub for all audio content which 2/3 of WSJ's customers use as a main source of media
- Led the redesign of WSJ's Cross Brand Standard Article Template, with the standard article being the primary entry point into to WSH's digital experience for 4 out of 5 users
- Collaborated with Dow Jones's product and consumer experience team to enhance and create one cohesive experience across WSJ, Marketwatch, and Barron's digital landscape

— Penn Interactive, Barstool Sportsbook

Senior Experience Designer

February 2021-August 2022

- Led the redesign of Barstool Sportsbook's registration which successfully dropped registration failure by 68%
- Led the design of Barstool Sportsbook's Notifications Center, creating a tool to universally communicate with users about regulatory system malfunctions, important updates, and user actions
- Worked cross-functionally with users, user research, PMs, developers, designers, and marketing in order to achieve the goals of the user and business.

ACCOMPLISHMENTS

- 2024 — Guest Lecturer, Design 111, Western Washington University
- 2022 — 1st Place, Annual Engineering Hackathon, Penn Interactive
- 2021 — 1st Place, Annual Engineering Hackathon, Penn Interactive
- 2018 — 1st Place, Annual Engineering Hackathon, Zappos.com

CONTACT

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EDUCATION

— Western Washington University

College of Fine and Performing Arts

BA in Visual Design, Minor in User Experience Design

September 2016 - December 2018

— Edmonds College

AA in General Studies

September 2014 - June 2016

SKILLS

A/B Testing

Agile Software Development

Design Thinking

HTML / CSS

Information Architecture

Interaction Design

Prototyping

Responsive Web Design

User Interface Design

User Research

User Testing

TOOLS

Adobe Creative Suite

Figma / Sketch

JIRA / Confluence

Contentful

Zeplin

Lottie