Kyle Green

Product Design Leader

CONTACT

creationthing@gmail.com

860.262.2671

EDUCATION

Hartford Art School, May 2007
University of Hartford, West Hartford, CT

Bachelor of Fine Arts
Visual Communication Design, Minor in Illustration

I'm passionate about building high-performing teams that create scalable consumer platforms and exceptional customer experiences. Over the past 15+ years, I've led product design across sports media, streaming, and gaming, partnering with product and engineering leaders to transform business strategy into product vision, build design organizations, scale design systems, and create products customers love.

EXPERIENCE

BetMGM

Head of Product Design, Sports & Casino

September 2024–Present

Head of Design, UI & Design Systems
September 2021–September 2024

Lead Product Design for BetMGM's Sportsbook and Casino platforms, unifying Sports, Casino, and Player Experience under a shared product vision while shaping the organization's design strategy, platform direction, and design system foundation.

- Built and scaled BetMGM's product design organization, growing the team and expanding its scope unifying Sportsbook and Casino experiences across mobile, web, and kiosk platforms.
- Defined a multi-year product vision that aligned Sports, Casino, and Player Experience around a unified premium experience, presenting the strategy to executive leadership and the Board of Directors while helping influence BetMGM's native app direction.
- Built and scaled BetMGM's multi-platform design system, establishing reusable foundations across mobile, web, and retail kiosk products while improving design-to-engineering collaboration.
- Established operating models and a high-trust design culture that strengthened cross-functional collaboration, improved delivery, and supported the growth of designers and emerging leaders.
- Led design direction for major product launches and seasonal moments, including Super Bowl, elevating product quality across BetMGM's highest-visibility customer experiences.

The Walt Disney Company
ESPN

Sr. Manager, Product Design

March 2021–September 2021

Sr. Product Designer
March 2017–March 2021

Product Designer
February 2015–March 2017

Senior Designer
April 2014–February 2015

Designer
July 2013–April 2014

Led the ESPN Core Product Design team, managing designers responsible for the end-to-end digital experience across ESPN's flagship platforms, including the ESPN App, ESPN.com, and connected TV devices used by millions of sports fans.

- Principal UI designer for the 2018 ESPN App redesign and launch of ESPN+, Disney's first direct-to-consumer streaming platform.
- Architected ESPN's modular card framework supporting live video, articles, personalization, and social experiences across mobile and web. The framework later informed Disney's cross-brand component system adopted by ABC, Marvel, and National Geographic.
- Defined ESPN's framework for live Gamecast experiences across major sports, establishing reusable interaction patterns, animated playing surfaces, and real-time data visualizations that influenced a new generation of sports products. Conceptualized and designed the UFC Fightcast experience for live UFC and PPV broadcasts on the ESPN App.
- Led the evolution of the ESPN Digital Design System, improving product consistency and accelerating delivery across ESPN Core and Fantasy experiences.

Triple Frog

Sr. Designer

September 2009–July 2013

Designed websites and digital products for enterprise and consumer clients partnering closely with engineering to deliver scalable digital solutions and build a strong foundation in design-to-development collaboration.

- Clients included Oliva Cigars, Berk-Tek, Danbury Hospital, and Legrand/Ortronics.

Reality Interactive

Lead Designer

June 2007–September 2009

Led UX and visual design for interactive retail kiosk experiences, creating touch-first digital products for brands including LEGO, Bose, and Genesco.

- Designed the BMW USA Accessories website, enabling customers to explore and discover products across dealerships nationwide.