Paul Riley.

CV

Senior Design Manager

Design Leadership · AI-enabled Ways of Working · Transformation

Design leader with 20 years in digital product and 11 leading design teams of up to 18 through platform transformations at Betfair, Sky Bet and Flutter. Now leading my team's use of AI day to day, from a Claude-powered knowledge base for our documentation to a Jira workflow connected from discovery to delivery. Builds teams that grow and stay, makes the case for design at executive level, and brings Design, Product, Tech and Brand together around customer evidence.

Flutter Entertainment — Sep 2025 – Present

Senior Design Manager, UKI Customer

Team of 9 across 4 tribes and 28 squads · Line manager to 2 leads · Within a design organisation of nearly 70

- Led my management tribe's AI initiative, building a Claude-powered skill as a single source of truth for complex documentation, used regularly across the team.
- Connected Jira Product Discovery, Jira and Jira Service Management with AI for one flow from discovery to services.
- Grew the product and content design team from 4 to 9 through external hires and internal promotion, creating a leadership layer of two leads.
- Designed the intake and prioritisation model for four tribes: a front door per tribe and an open roadmap, with priorities agreed in product sessions.
- Introduced service design methods, including alignment workshops to bring senior stakeholders together on large initiatives.
- Set up an automated weekly check-in so every designer can raise blockers and ask for support early.

Flutter Entertainment, Sky Bet — Jan 2024 – Sep 2025

Sports Product Design Manager

Combined team of 10 · 2 leads, one from each original team · Around 9 million customers migrated

- Hired to lead design for Sky Bet's move onto the shared platform, and delivered the migration within the 18-month deadline.
- Merged Sky Bet and Betfair designers into one team of 10, and made the case for a second lead so both original teams had a lead.
- Restored Sky Bet's brand in a second phase, based on a design and product audit of the old Sky Bet app and beta research.
- Rebuilt the team's delivery workflow around existing documentation, an approach other design teams adopted along with our health checks.
- Championed the design competency framework, giving designers clear expectations and routes to progress.
- Built a capacity planning tool used across multiple product functions.

Paddy Power Betfair — Jan 2015 – Dec 2023

Sports Product Design Manager

Team grown from 6 to 18 across locations · Presented weekly to the MD of Product and monthly to the UKI CEO

Contact

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People and culture

Design leadership, team development, coaching and mentoring, inclusive leadership, developing leaders, multidisciplinary teams

Strategy and transformation

AI adoption, product strategy, multi-brand UX strategy, platform transformation, organisational change, executive stakeholders, DesignOps, competency frameworks, resource planning

Product and delivery

Service design, design systems partnership, customer experience, cross-functional delivery, stakeholder alignment, delivery planning

Leadership development

ILM Level 5 Award in Leadership, Leeds Beckett University, 2025
Becoming an Ally, Inclusive Leadership Programme, Flutter UKI, 2026

Education

- Led design through Betfair's five-year platform rebuild, from making the case to shareholders and executives to a staged rollout tested with customers almost every week.
- Set the design direction for the customer experience on a shared platform later adopted by Sky Bet, enabling reuse and faster delivery across brands.
- Grew the sports design team from 6 to 18. Two designers progressed from their first job to senior and principal, and only one person left in five years.
- Unified the Betfair Sportsbook and Exchange experience, and led the full redesign of the Exchange desktop platform in 2016.
- Championed a design competency framework to bring clarity and consistency to progression.

Betfair

Jul 2014 – Jan 2015

Lead Designer

- Led the design and delivery of customer-facing digital experiences, working closely with Product and Engineering teams.
- Redesigned the customer account experience, improving the structure, usability and consistency of key account journeys.

Earlier experience

Senior Designer, Blast Radius / Wunderman · 2011–2014

Freelance Senior Designer / Art Director, R/GA, Sapient, Radley Yeldar, Blast Radius · 2010–2011

Lead Designer, Profero · 2009–2010

Senior Designer, SixandCo / FullSix · 2007–2008

Designer, Modem Media · 2006–2007

BA (Hons) Graphic Design, Staffordshire University, 2002