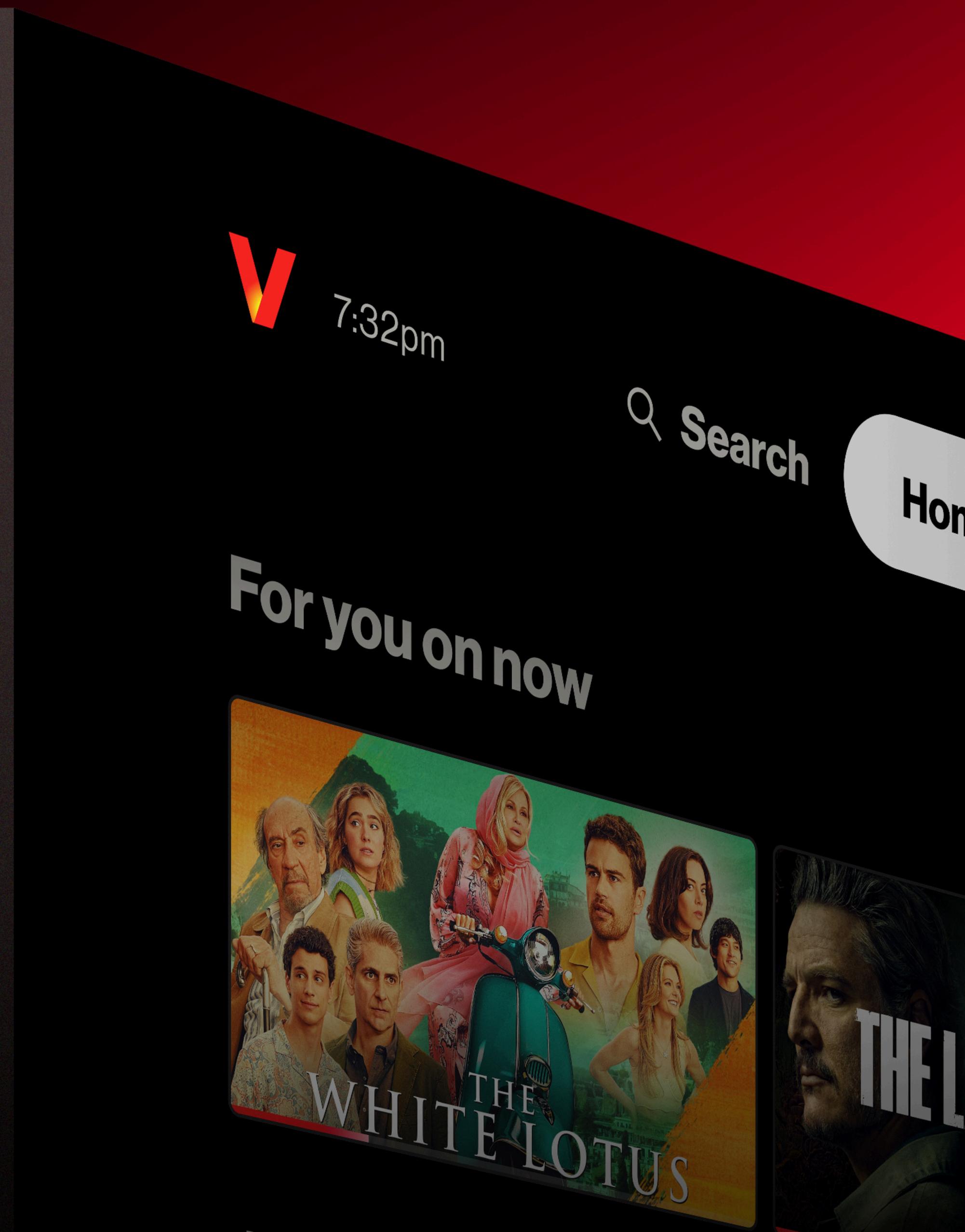


# Joel Freeborn

Design Director // Lead Designer



# Executive summary

A creative and commercially minded design leader with a proven track record of building cross-continental teams and delivering products used by millions. I bring together design, technology, and business strategy to create meaningful experiences shaped by generational behaviours.

- Lead a cross-continental design team delivering design and strategy for Verizon's Fios TV ecosystem (set-top box, mobile, web)
- Implemented design enhancements to Verizon Fios TV that doubled the ARPU and drove 15% YoY reduction churn
- Secured \$9M Verizon contract renewal with a 100% client satisfaction score
- Served as part of the TCS leadership team transforming the 800+ global design practice
- Hands-on design for high-profile clients including Cisco, Virgin Media, and Premier League
- Sole designer for Fantasy Premier League app, topping the charts for 4 seasons running



# Skills and capabilities

- Driving design strategy and innovation in partnership with executive leadership
- Leading cross-continental design teams and fostering high-performing, collaborative cultures
- Hiring, mentoring, and growing designers across all levels
- Managing multimillion-dollar design budgets and engagements
- Building trusted relationships with senior stakeholders and cross-functional partners
- Shaping product strategy, roadmapping, and prioritisation
- Championing Design Ops and design-led ways of working
- Hands on UI design including Figma libraries with variables
- AI-first design and feature development
- Frontend development and prototyping
- Facilitating outcome-driven workshops and innovation sprints
- UX research, usability testing, and data-informed iteration
- Design system leadership and brand expression at scale
- Accessible and inclusive design best practices
- Advanced proficiency with Figma, Adobe Creative Suite, Jira, Webflow, and AI-powered design tools



# Leading the future of TV

Design Leadership

Product strategy

Design Ops

I lead the design direction for Verizon's Fios TV ecosystem (TV, mobile, and web), unifying experiences, driving retention, and shaping how the next generation consumes television.

- Reduced churn by 15% YoY through design improvements, bundling strategy, and content discovery
- Doubled ARPU by creating new monetisation pathways
- Partnered with product owners, brand, and dev teams to align roadmaps and raise experience quality
- Built and led a collaborative design culture across two continents

Full Verizon case study available upon request.





# Partnering with Apple to deliver a best-in-class iOS product for Cisco Webex

UI design   Collaboration   Component libraries

Designed a fully native iOS experience for Cisco's Webex app, working directly with Apple's Experience team (who rely on Webex internally) to set a new standard for enterprise communication.

- Hands-on UI design, building scalable component libraries
- Delivered a polished experience in just two months
- Collaborated with Cisco stakeholders and Apple's UX team to define best practices

[Learn more about Webex for iPad.](#)





# Redesigning the fan experience for Bally Sports across web, mobile, and TV

Design Leadership

UI design

When Bally Sports acquired Fox Sports, they needed to replace the entire fan experience across platforms. I led workshops with stakeholders to map complex customer journeys across US regional sports networks, shaping a seamless cross-platform ecosystem.

- Defined end-to-end fan journeys through client workshops
- Delivered new apps across web, mobile, and TV
- Achieved 10M+ downloads within the first two years

The screenshot displays the Bally Sports mobile application's user interface. At the top, there is a large image of a football game between the Dallas Cowboys and the Detroit Lions. A 'LIVE' button is visible in the top left corner of the game image. Below the image, the text 'Dallas Cowboys vs. Detroit Lions' is displayed, followed by the date 'Nov 14, 7:00 pm - 9:30pm' and a 'WATCH NOW' button. To the right of the main game image, there is another smaller image of a basketball game between the Miami Heat and the Los Angeles Lakers. This second game also has a 'LIVE' button in its top left corner. Below this image, the text 'Miami Heat vs. Los Angeles Lakers' is displayed, followed by a 'WATCH NOW' button. At the bottom of the screen, there are tabs for 'NATIONAL', 'FLORIDA' (which is currently selected), 'INDIANA', and 'ARIZONA'. Below these tabs, there is a section titled 'Regional Teams' featuring logos for the FLA Panthers, MIA Heat, MIA Marlins, and ORL Magic.



# Creating a new digital home for the Virgin Group

UI design

Collaboration

User research

At Foolproof, I led the redesign of Virgin.com, creating a modern, scalable home for the Virgin Group. The project involved migrating large editorial archives and company directories into a new, user-friendly information architecture that worked seamlessly across breakpoints.

- Tackled complex IA challenges
- Designed a responsive experience
- Conducted iterative rounds of user testing

The screenshot shows a blog post by Richard Branson. The header includes the Virgin logo, a navigation bar with links for NEWS, ABOUT US, OUR COMPANIES, and WORK WITH US, and a back-to-blog link. The main title is "The difference between having an idea and being an entrepreneur". Below the title is a large portrait of Richard Branson looking upwards. The post is signed off by him with his signature and name, and includes a publication date of 29 September 2020. To the right of the main content is a sidebar featuring a thumbnail of an airplane interior and a headline about Virgin Atlantic's new Airbus A350.

RICHARD'S BLOG

NEWS ABOUT US OUR COMPANIES WORK WITH US

◀ BACK TO RICHARD'S BLOG

## The difference between having an idea and being an entrepreneur



Richard Branson

Published on 29 September 2020

≡

Virgin

◀ BACK TO LATEST

### Take a peek at Virgin Atlantic's new Airbus A350





# Delivering four consecutive chart-topping seasons for Fantasy Premier League

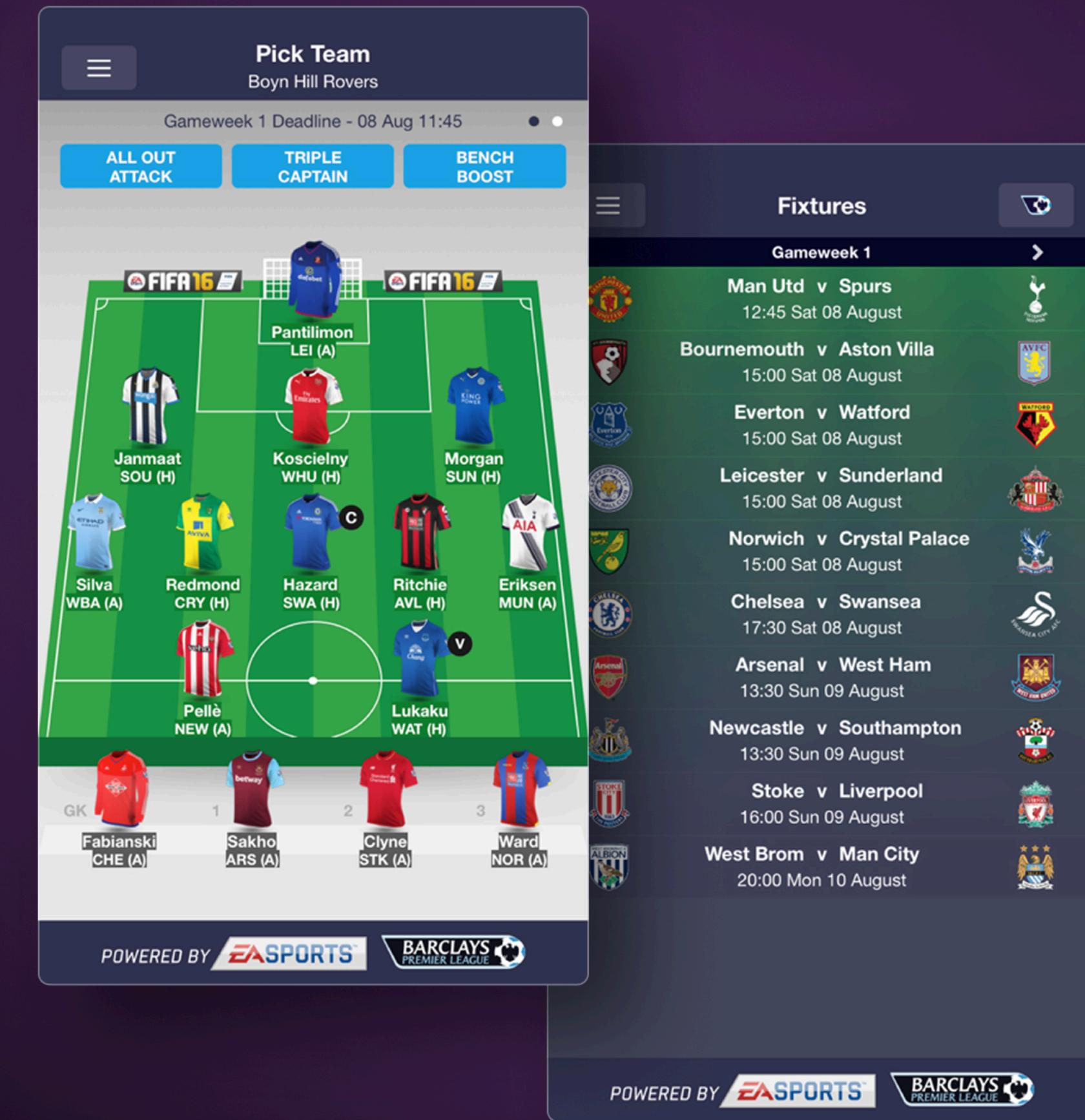
UI design

Stakeholder management

Dev collaboration

As the sole product designer, I owned the end-to-end design process and worked directly with the development agency to bring Fantasy Premier League to life across multiple platforms.

- Designed the first ever mobile version of the game
- Delivered experiences across iOS, Android and Windows (mobile, tablet, watch, desktop)
- Owned the entire end-to-end design process, from UX flows to final UI and QA
- Reached 4M+ players each season, topping the app charts



# Thank you

Joel Freeborn

Design Director // Lead Designer

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