Allan Norico

Senior Product Designer | Online Casino, Sports Gaming, Lottery, Interactive Entertainment

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Summary

Product designer with 15+ years across online casino, sports gaming, lottery, and interactive entertainment. I was the first casino product designer at FanDuel and led casino design from the vertical's earliest cross-sell pages through standalone launches in Pennsylvania, Michigan, and New Jersey. Most recently I led design for the Scratcher Operations tooling suite at Jackpocket and DraftKings, including the operator interface for a patented automated scratch-off ticket processing system (U.S. Patent 12,697,540).

My work runs end to end: discovery, sketching, prototyping with live data models, production UI, design systems, and post-launch iteration. I came up through game art, so I bring a hands-on feel for reward loops, virtual economies, and the moments that make a player come back tomorrow. I build AI into my daily design workflow and have led AI product work of my own.

Experience

DraftKings (Jackpocket), NYC

Senior Product Designer, Scratcher Operations | May 2023 to March 2026

Joined Jackpocket in May 2023 and continued in the same role after DraftKings acquired the company in 2024. Led UI and UX for every operations-facing tool and feature behind the digital scratchers product.

- Led product design for the full Scratcher Ops tooling suite: inventory management, ticket uploading, barcode cycling, and the automated scratching machine UI. The suite supported 4.2M+ tickets processed in 2024 and $135M in Q4 scratchers revenue.
- Named inventor on U.S. Patent 12,697,540 for an automated scratch-off ticket processing system (issued August 2026). Designed the operator interface and the real-time motor telemetry visualization that turns firmware data into an intuitive control layer.

- Led on-site UX research at fulfillment centers in Texas. Turned observed workflows and associate feedback into a V2 ticket uploader redesign that cut processing friction and cognitive load.
- Led design for ChatPocket, an AI-powered conversational commerce prototype that reimagined the lottery purchase funnel. Top 10 finalist out of 161 teams in the DraftKings company-wide AI Hackathon.
- Designed a checkout upsell system for Jackpocket draw games. Explored 3 interaction models, ran usability tests, shipped the MVP, then designed a scalable V2 hybrid checkout card to validate lift in average order value.
- Partnered daily with Engineering, Product, Operations, and Hardware teams across firmware, fulfillment, and consumer surfaces.

FanDuel, NYC

Product Designer, Casino Vertical | 2019 to May 2023

FanDuel's first casino product designer. For over a year I was the only designer embedded in the vertical, and I carried it from cross-sell pages inside the Sportsbook app to standalone casino products in three states. 2022 FanDuel MVP Award winner.

Launching FanDuel Casino

- Led casino product design from inception to launch as the sole embedded designer. With limited design resources, every scheduled product shipped on time and fully featured.
- Within 8 days of the Pennsylvania launch, the casino generated $94M in wagers and $2.8M in revenue across slot and table games. I produced every game asset in that launch catalog.
- Designed the first casino entry points inside the Sportsbook app: cross-sell pages for NJ and PA, a bottom-bar casino icon A/B/C test, a cross-sell notification component, and a blackjack entry icon. The cross-sell page drove a spike of about 3k new game events.
- Delivered desktop, mobile web, and iOS lobby views for Casino V2, the new front end built in Cluj, including FanDuel's first desktop casino in PA. The Michigan launch on this platform beat the NJ and PA launches by 73% on actives, 83% on bets, and 55% on GGR.
- Defined FanDuel's live dealer table branding with Evolution for Baccarat, Blackjack, Roulette, Three Card Poker, and Texas Hold'em. Day one in PA brought in $477K staked.

- Designed the 2022 Seamless Cross-Sell Lobby, which turned the casino cross-sell from a webview into native-behaving navigation inside the Sportsbook app. Shipped Q4 2022.

Reward Machine (daily engagement engine)

- Lead designer for Reward Machine, a free daily slots game with 3 spins a day, weekly symbol accumulation, and instant-win and jackpot prize tiers. Owned all design except entry points and served as the main design liaison with the external studio, Incentive Games.
- Wrote the game spec and base-game flow so FanDuel design, not the vendor, owned the mechanic. Launched in Michigan in July 2022 with no post-launch technical issues.
- In the Michigan A/B test, the product delivered +56% casino active player days versus control and +11% weekly retention for new users. About 86% of week-4 players returned in week 5.
- Built a modular seasonal reskin system (layered backgrounds, trophy and symbol kits) so Marketing could swap events without engineering rework.
- Led the Super Bowl 2023 reskin and designed the "Supercharged" prize multiplier. That week drove 21% more customers and an all-time high in new customers engaging.

Loyalty and VIP

- Shipped partner loyalty integrations across brands: Motor City Casino Club Metro card capture (MI), Boyd B-Connected card linking, and a tiered Loyalty Club for Stardust on desktop, mobile web, and iOS.
- Designed FanDuel Casino VIP and loyalty tier pages for NJ with the VIP account team.
- Lead designer on the 2022 Casino Loyalty Pilot. Ran weekly UI/UX workshops with product, engineering, and loyalty leads. Delivered site maps, journey maps, progress bar and status tag design, and Loyalty Hub mocks.
- Built a Machinations.io economy simulation that mapped points to daily spend to test tier pacing for Medium+ and High segments before any code was written.

Stardust Casino (white label for Boyd Gaming)

- Led product design and branding for Stardust Casino, FanDuel's first white label product, which revived Boyd Gaming's legendary Las Vegas brand. Launched April 2021 in PA, with a rebrand of Betfair Casino in NJ.
- Presented design and brand strategy to Boyd and received full creative latitude with their brand. Arranged Gotham font licensing for web and apps.

- Served as the main design contact between Boyd Gaming (US), engineering (Cluj, Romania), and principal design (Edinburgh, Scotland).
- Built the "vanilla casino" setup file that became the starting template for all future white label casino products.

Design systems, game tiles, and jackpots

- Established the casino UI section of FanDuel's Formation design system. Refreshed legacy components, built new variants, and validated work with user testing across iOS, Android, and desktop and mobile web.
- Made the first 200+ casino game tiles by hand from provider portals (Evolution, IGT, NetEnt, Inspired, and others). Wrote the v1 and v2 tile specs and the Game Tile Guidelines, then onboarded Marketing's production team to take over for the MI and PA launches. Tile output doubled from the MVP catalog.
- Managed vendor asset authorization requests, which kept tile deliveries on time and protected the game-release revenue cadence. Oversaw brand usage and art direction on FanDuel-branded third-party games.
- Redesigned jackpot badges for web and Android to meet ADA standards, including a Stark color accessibility review. Built the template, spec, and Confluence process for iOS Daily Jackpots artwork.
- Explored iOS game categorization and lobby customization, and built Lobby v2 and v3 prototypes that UX Research tested with customers.

Cross-functional leadership

- Represented the Casino vertical in the weekly design leadership program meeting (2019) while the vertical had no design manager. Reported on Apple's new real-money gaming rules and mapped best, worst, and realistic paths for native apps.
- Partnered with the Casino VP, UX Research, and the design manager to prioritize a MoSCoW feature list around changing state regulations and iOS compliance rules. Built the prototypes that won stakeholder buy-in on the Q2 to Q4 roadmap.
- Partnered with senior PMs, engineering, optimization, and marketing to align design with Qubit, Braze, and Prismic CMS constraints, which kept design on schedule.
- Buddy and mentor to new casino designers across 2020 to 2023. Ran onboarding, Figma pairing, and design critiques, and wrote a peer's year-end 360 review at my manager's request. Led the team standup when managers were out.
- Interviewed design candidates and logged feedback in Greenhouse. Organized team lunches and NYC design culture outings.

Product and Visual Designer, NBA InPlay | November 2017 to 2019

- Took over the feature backlog for NBA InPlay, a second-screen fantasy app built with NBA Digital. Players drafted four players and made real-time calls on scoring moments during nationally televised games.
- Led a UX audit of the product. Designed an onboarding flow that used broadcast-style video to teach players when to hit Turbo, a responsive announcements framework, and a cleaner drafting interface that cut decision fatigue.
- Partnered with the NBA Creative team on one of the first NBA-approved lines of multi-season virtual goods. Created game assets for every NBA player in the 2018-19 season.
- Proposed a template SVG system that injected each team's colors at runtime. It replaced dozens of pre-rendered assets per franchise with one lightweight file.
- Designed the Boost virtual economy, in-app purchases, leaderboards, and sponsored tournament flows (Verizon, '47 Brand). Prototyped from sketch to high fidelity.

Acotel / Bucksense, NYC

Product and Visual Designer | September 2014 to 2016

- Designed the end-to-end onboarding and payment journeys for the Skill Sweet Rewards iOS app.
- Designed splash page motion graphics and trade show booth mockups for Bucksense, a mobile marketing company.
- Art directed remote freelancers on marketing work for the website and social media.

OMGPOP and Zynga, NYC

Game Artist and Designer | February 2010 to October 2012 (OMGPOP acquired by Zynga, March 2012)

- Lead game artist for the social multiplayer games OMGPOP Pool and OMGPOP Pool World Champ on Facebook. Created isometric environments and character assets under strict image optimization and pixel-perfect engine rules.
- Defined the vision for, and led platform integration of, virtual goods on OMGPOP's custom platform: animated frames, custom pool cues, and limited-edition table felts. These were a key driver of microtransaction revenue across all products.
- Supported the growth backlog and weekly marketing for Draw Something during its hyper-growth period, when it reached 20 million downloads in its first five weeks.

- After the acquisition, provided concept art and illustration for titles across the Zynga portfolio.

Freelance, NYC

Game Artist and Designer | November 2009 to August 2014

Art direction, game art, illustration, and UI for iOS and console titles:

- Deepsea Challenge (National Geographic): game tutorials
- W.E.L.D.E.R. (My Evil Twin): sprite animation effects
- Maze Crusade (My Evil Twin): in-app purchase design
- Code of Everand (UK Department for Transport): concept art
- Dora the Explorer (Nick Jr.): art direction for a remote level design team
- PlayStation Home (Sony): concept art and 3D previs

Wardrobe Illustrator | 2004 to 2007

Clients included Victoria's Secret, Universal Pictures, Warner Bros., Nuyorican Productions, and DreamWorks.

Skills

Product design: end-to-end product design from discovery to ship to iteration; interaction design, user flows, and information architecture; sketching; variable-fidelity prototypes built on real data models; design systems, component libraries, and scalable asset architectures; user research, usability testing, and on-site contextual research; accessibility review

Visual and game design: typography, iconography, and art direction; vector illustration, concept art, 3D modeling, texturing, and animation; game asset integration for Unity, LÖVE 2D, Cocos2D, and Unreal

AI integration: AI-assisted design workflows, including prototyping with live data models and generative asset creation. Led the ChatPocket conversational commerce team at the DraftKings AI Hackathon.

Software: Figma (components, variants, auto layout, branching, prototyping), Sketch, Abstract, Framer, Adobe Creative Suite, Maya, Miro, Machinations.io, Jira, Confluence, Asana

Domain expertise: online casino (slots, table games, live dealer, jackpots, lobbies); lottery and scratchers, digital and physical; fantasy sports (DFS and second-screen); sportsbook cross-sell; loyalty, VIP, and engagement mechanics; white label operator partnerships; state regulatory and iOS real-money gaming compliance

Awards and Recognition

- Named inventor, U.S. Patent 12,697,540, automated scratch-off ticket processing system (Jackpocket, issued August 2026)
- Top 10 finalist of 161 teams, DraftKings company-wide AI Hackathon
- 2022 FanDuel MVP Award

Education

Full Sail University, Associate Degree, Game Art | 2000 to 2002

Advisory Board Member and Mentor | 2016 to 2020

Hofstra University, Fine Arts