Lisa Costanzo Wilkins

Persuading pixels to achieve their maximum potential

I am a Senior UX Designer building apps on OTT and mobile at NBC News Digital in Seattle. My passions are user–testing, reading analytics, agile development, connecting groups in order build close–knit teams who make beautiful products together. I collaborate with PMs, developers, designers, researchers, and stakeholders who are eager to learn and evolve. My most successful team experiences have been those who value radical candor and productive criticism based on (but not limited to) data and research. I base my success on interfaces that are effortless to navigate, meeting the goals of business and users alike.

✉ lisa@lisawilkins.com

📞 206-850-4792

in linkedin.com/in/lisamwilkins

🔗 www.lisawilkins.com

NBC NEWS DIGITAL, 2012 – PRESENT

Sr. UX Designer on OTT, mobile apps, TODAY.com & NBCNews.com

- Re-envisioned mobile app and OTT presence for NBC News (launched 2018) & TODAY Show (launched 2019).
- Creating design system standards for UI and motion elements.
- Define & implement new features including user research, prototypes and testing.
- Lead the design efforts on a new strategic initiative for TODAY.com lifestyle offerings.
- Create branding for new sections and communities.
- Liaison between internal teams and third-party vendors.
- Define smaller initiatives to achieve larger goals.

MSNBC INTERACTIVE, 2005 – 2012

Product Designer, NBCNews.com & TODAY.com

Across web, mobile web and native app interfaces

- Involved with 3 site-wide redesigns.
- Collaborated with editorial teams to create re-usable templates to accommodate various dynamic data components.
- Created interactive graphics, illustrations and infographics.
- Developed best practices and spec documentation.
- Trained 90% of the MSNBC.com staff on new CMS tools in order to maintain a consistent design language and content strategy across the site.

DIGEO BROADBAND (ARRIS)

Lead Product Designer, OTT and Web Teams

- Lead a team of 4 designers in the creation of a dPad controlled interface for OTT
- Developed user-flows and interaction prototypes for OTT commerce interaction
- Delivered solutions to better integrate the 10ft passive viewing (channel surfing, search, programming the DVR, etc.) with active engagement accompanying shows and sponsors.
- Produced training materials and documentation.

Additional employment experience upon request. It ranges from marketing and financial presentations, bookkeeper, banner-ad jockey, retail therapist, etc.

The other side:

Volunteer with LLS of Washington. • Comcast TechWomen Meetups • Triathlon competitor • Questionable ping-pong player and highly questionable karaoke singer.

STRENGTHS & SKILLS

- Use testing and feedback data to prototype and iterate in code or with prototyping tools (**Figma, Principle, AE, FramerX**).
- Create & distribute with **WebStorm, Sublime, Sketch, Figma, Zeplin, Adobe Suite (PS, AI, AE, ID, XD), Affinity** products, etc.
- Front-end code via **HTML, CSS, Sass, some JQuery,** etc. Xcode/Swift & Android Studio experience in the works.
- Take holistic goals and break them into smaller, more focused tasks.
- Communicate design direction to designers and non-designers.
- Present concepts and data to all stakeholder levels, from junior level to executive staff.
- Find solutions to UX initiatives by incorporating a Human Centered Design philosophy.
- Quickly learn new programs and technologies.
- Version, track and manage with **GitHub & Git app, Tower, SourceTree, CodeKit,** etc
- Manage tasks and documentation with **Basecamp, Paper, Dropbox etc**.
- **Mentoring**. I had two excellent mentors that taught me how to deliver the best products on time. I continue to be influenced by them. In turn I enjoy helping and mentoring others coming up in the industry. When requested, I do as much as I can to fulfill mentoring requests.