

# LISA COSTANZO WILKINS

Persuading pixels to achieve their maximum potential

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## NBCUniversal - News Digital

Sr. UX & Lead Designer : Apps, OTT, and web for NBC News, TODAY Show and Telemundo | 2012 - Present

Current project: designing the next evolution of the NBC News mobile apps across multiple platforms and leading an initiative to bring our apps to exceed accessibility standards.

- Take projects from concept to launch, including assessing new technologies.
- Act as a liaison between internal team, and 3rd party vendors to enhance product features.
- Work closely with stakeholders to define user-based goals, initiatives, and priorities. Evangelize the consistent thread of design-thinking and processes.
- Produce prototypes to conduct in-person, gorilla, and/or remote user testing by pairing with research teams.
- Analysis usage data and patterns with the our insights group to assess goal trajectory.
- Work side-by-side with developers to encourage an agile environment.
- Coordinate design and technical logistics, assist with project management.

## MSNBC Interactive

Product Designer MSNBC.com and TODAY.com | 2005 - 2012

- Three site-wide designs for News and two for TODAY.
- Collaborated with the editorial teams to create re-usable templates to best compliment variations in the news cycle.
- Created interactive graphics, illustrations and infographics.
- Established best practices and spec documentation.
- Training 90% of the MSNBC.com staff on a new design-based editorial curation tool and suggested workflows for various news cycles.
- Present directional vision and status updates to all levels of stakeholders.
- Create branding for new sections and communities.

## Digeo Broadband (ARRIS)

Lead Product Designer, OTT and Web teams | 2000 - 2002

- Built and lead a team of 4 designers to launch OTT UI and second-screen web product.
- Delivered solutions a 10 foot passive viewing with active OTT commerce interactions.
- User testing included in-home sessions to learn about performance and user goals.
- Produced on-boarding and technical training documentation.

## Microsoft - Contractor

Product Designer: Windows Media Center Interactive TV UX & MSN Portal

## Skills

- Lead UX design direction and concepts
- Develop and advocate for a holistic vision based on user-goals and expectations.
- Use the human-centered design philosophy and processes to solve business initiatives.
- Present concepts and data to all levels of stakeholders, from junior level to executive staff.
- Quickly pickup and deliver with new programs, and technologies.
- Continuously advocate for the UI details that bring products to a higher level of refinement.
- Mastery of most design tools and comfortable writing HTML, CSS, Saas, and some JS
- Familiarity with Android Studio and Xcode IDEs



## Other

- Volunteer for LLS of Washington/Alaska
- Active with Comcast/NBCU TechWomen
- Organized fundraiser to benefit medical personal staffing at COVID testing facilities and low-income quarantine housing.
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