

LISA COSTANZO WILKINS

Persuading pixels to achieve their maximum potential

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PragerU Foundation

Director of Product & UX
Apps, OTT, and Web | 2022 – 2025

- Product strategy, management, and planning
- Team training, value assessments, and guidance
- Software and SASS product research and planning
- Content Architecture and Taxonomy
- Cross-team collaboration, process efficiency and improvements
- Accessibility standards and prioritization
- Testing and QA advocacy

NBCUniversal - News Digital

Sr. UX & Lead Designer
Apps, OTT, & Web for NBC News, TODAY Show, Telemundo | 2012 - 2022

- Product lead: concept → testing → launch
- Liaison between internal teams and external vendors
- Formal and guerrilla user testing
- Created, presented & executed on vision docs
- Accessibility lead for News Group digital products
- Testing and internal QA management

MSNBC Interactive

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

Microsoft - Contractor

Product Designer: Windows Media Center
OTT UX & MSN Portal | 2002 - 2005

Digeo Broadband (ARRIS)

Lead Product Designer
OTT and Web teams | 2000 - 2002

Skills

- Lead UX design direction and concepts
- Develop and advocate for a holistic vision based on user-goals and expectations
- CPACC (Certified Professional in Accessible Core Competencies) June 2022
- 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
- Continuously advocate for the UI details that bring products to a higher level of refinement and accessibility
- Mastery of most design tools (Figma, Adobe CS, various AI products, Lottie etc.) and comfortable writing front-end
- Familiarity with Android Studio and Xcode IDEs

Certifications

- Certified Professional in Accessible Core Competencies by the IAAP, 2022

Other

- LLS of Washington/Alaska volunteer
- Comcast/NBCU Tech Women Member
- Organized fundraisers to benefit medical personnel and their children forced into low-income quarantine housing

