

Lisa Wilkins

AI Native Builder · UX Director · Product Strategist

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AI Native Builder, UX Director & Product Strategist with 10+ years of experience leading cross-functional teams to enhance user engagement for web and mobile applications, achieving a 43% reduction in product delivery cycles and +35% increase in user engagement.

WORK EXPERIENCE

ElleDub Design / Freelance

10/2025 – Present

UX Lead & Product Strategist

- Drive product strategy for diverse client engagements: launching 0-1 products, entering new markets, and reimagining legacy platforms.
- Delivered measurable business impact: built comprehensive web presence and strategy for startup with zero online visibility, generating 70+ qualified customer leads within 60 days of launch.
- Validate strategic decisions through user research and community engagement, ensuring features and messaging align with market demand.
- Deliver production-ready UX including WCAG-compliant design systems and responsive components across all devices.
- Manage cross-functional delivery as liaison between client leadership and off-shore engineering teams, ensuring seamless execution.
- Leverage AI tools to rapidly prototype and ship solutions, compressing timeline from concept to market validation.
- Establish best practices for SEO and GEO, increasing discoverability and conveying market expertise.

PragerU Foundation

09/2022 – 09/2025

Director of Product & UX – Web, Mobile Apps, OTT

- Directed product strategy across 3 platforms (web, iOS/Android apps, OTT), managing roadmap for 8+ product releases serving 1.3M+ monthly users.
- Managed 6-11 concurrent initiatives balancing rapid improvements with strategic platform development, maintaining delivery momentum across multiple stakeholder priorities.
- Led software and SaaS product research, product planning, and roadmap development.
- Designed content architecture, information architecture, and taxonomy systems.
- Conducted moderated and unmoderated user testing and interviews, demonstrating the value of qualitative user testing to a skeptical executive team.
- Streamlined cross-functional workflows between 4 teams (product, engineering, content, marketing), reducing product delivery cycle time by 43%.
- Led WCAG 2.1 AA compliance initiative across all platforms, improving accessibility scores from 55% to 85% and reducing user complaints by 60%.
- Advocated for comprehensive testing, quality assurance (QA), and user-centered design practices.

NBCUniversal – News Digital (NBC News, TODAY Show, Telemundo)

06/2012 – 08/2022

Senior UX Designer & Lead Designer – Mobile Apps, OTT, Web

- Led end-to-end product development for 2 complete mobile app releases and OTT platform updates reaching 1.5M+ daily active users.
- Acted as liaison between internal stakeholders, cross-functional teams, and external vendors.
- Conducted 10+ user testing sessions annually (formal and guerrilla), resulting in 37% increase in user satisfaction scores.
- Created, presented, and executed vision documents, wireframes, and product specifications.
- Spearheaded accessibility program as Lead for News Group, achieving WCAG 2.0 AA compliance across 5 digital properties and reducing accessibility-related issues by 42%.
- Championed testing protocols and quality assurance (QA) advocacy throughout development cycles.
- Conducted team training, value assessments, and strategic guidance for cross-functional teams.

MSNBC Interactive (msnbc.com, TODAY.com)

07/2005 – 06/2012

Product Designer

- Delivered daily UI design for msnbc.com and TODAY.com serving 10M+ monthly visitors, maintaining complete accuracy during high-traffic news events.
- Streamlined internal publishing processes through advanced CMS tools, boosting editorial workflow efficiency by 25% across four locations and training over 300 staff members in six months.
- Collaborated on design evolution and CMS evolution for editorial and product teams.

VOLUNTEER EXPERIENCE

- Ranch Hand – Sunshine Acres Children's Home, Mesa AZ | 01/2026 – Present
- Event Volunteer – The Leukemia & Lymphoma Society | 03/2016 - 03/2019

EDUCATION

University of Washington

BFA Photography, BA New Media – Seattle, WA

SKILLS

Technical/Hard: AI Prototyping, Design & Development, AI A/B Testing, AI Optimization, Machine Learning for Personalization, HTML/CSS, Cursor, Claude, Figma, Lovable, Adobe Creative Suite, Magic Patterns, User Testing, Rapid Prototyping, Taxonomy Development, Content Architecture, UX Design, UI/Product Design, OTT Design, Information Architecture, Mobile App Design, Accessibility Compliance (WCAG), User Experience (UX) Design, User Research, Design Systems

Managerial/Soft: Quality Assurance (QA), Process Improvements & Efficiencies, Team Building and Leadership, Mentorship, Cross-Functional Collaboration, OKR Setting, Design Thinking, Vendor Management, Product Strategy, Stakeholder Management