Lisa Wilkins

Experience Strategy | Design Leadership | Accessibility

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Design leader with 20 years shaping experience strategy for national-scale products at NBC News, TODAY, Telemundo, MSNBC, and PragerU. I align product, engineering, and editorial around research, build the standards and skills that make design quality repeatable, and apply AI where it makes teams faster without making experiences worse.

WORK EXPERIENCE

ElleDub Design, LLC

10/2025 – Present

Founder | UX Lead & Product Strategist

- Lead product strategy and UX for client engagements across 0-to-1 launches, market expansion, and legacy replatforms. Built one startup's web presence from zero, generating 70+ qualified leads within 60 days of launch.
- Use AI-assisted prototyping (Claude, Cursor, Figma) to put working concepts in front of users before engineering investment, delivering WCAG-compliant design systems and responsive components.
- Serve as the client's product and design lead for offshore engineering teams, from requirements through launch.

PragerU Foundation

09/2022 – 09/2025

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

- Set experience strategy across web, iOS/Android, and OTT for 1.3M+ monthly users, running 6–11 concurrent initiatives across 8+ releases.
- Surveyed the team on low-return time sinks and documented where content workflows broke between production, copy, creative, and publishing. The findings drove an end-to-end ownership model, a new DAM specialist role and system, and a 24% reduction in delivery cycle time.
- Rebuilt the content architecture from 700+ unmanaged topics into 25 categories across 2,000+ videos, automating most curation and cutting producer categorization work. 73% of surveyed users preferred browsing by category.
- Designed the Kids area and led the project to cross-link videos with worksheets, teacher guides, and test materials, connecting each lesson to the resources parents and educators use alongside it.
- Replaced a watch-and-leave journey, which 97% of users followed, with targeted cross-promotion and a post-video reaction flow routing viewers to a donation ask or to feedback and better-matched content. Video page engagement rose 36%, and the reaction feature lifted revenue 12%.
- Sequenced foundational work (taxonomy, recommendations, accessibility) ahead of a leadership-mandated Premium learning product. Logged-in features lifted return-visitor account creation 16%.
- Made the case for an in-house product and technology team after two years of vendor-dependent delivery, leading to the hiring of a CTO, data analyst, developer, and project manager. Until then, directed external vendors across web, mobile, and OTT on design, usability, and user testing.
- Took WCAG 2.1 AA compliance from 55% to 85% across all platforms and made captions standard on every video with under 3% added editorial workload. Accessibility complaints dropped 60%.

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

06/2012 – 08/2022

Lead Designer – Mobile Apps, OTT, Web

- Led design for two NBC News app releases rebuilt around video, on products reaching 1.5M+ daily active users across NBC News, TODAY, and Telemundo. NBC News app daily users grew 20% (920K to 1.1M), and video starts grew 51% (9M to 13.6M) across the mobile portfolio.

- Recommended deferring accounts, saved content, and history in favor of the most-requested features (local news and weather, fast search) plus editorial storytelling tools. Aligned product, editorial, and engineering on the sequence; accounts shipped 9 months later as the foundation for a paywall.
- Synthesized 20 pages of editor-documented pain points and a competitive audit into curation tools for the app's first mobile CMS. Editors used 87% of the new components daily.
- Shifted personalization strategy based on behavioral data: users consistently requested it, but fewer than 20% used active controls, so I moved the product to passive personalization based on history and activity.
- Built a brand-agnostic component system, aligned to the Bento design system, that scaled from NBC News to TODAY and Telemundo Noticias.
- Built accessibility into a team practice: earned CPACC certification, presented to the full NBC News design team, and coached 4 designers through certification (all passed on the first attempt). WCAG became a must-have across 5 properties, accessibility issues fell 42%, and those standards remain in place across NBCU's customer-facing platforms.
- Aligned a talented but divided design team on a shared charter: ran a survey, synthesized themes, and led a team vote on 5 core values, then presented the charter to division leadership. The values became a 5-point critique rubric the team used to evaluate work: Is it human-centered? Did we get curious with research? Did we push good ideas until they were viable or dead?
- Ran 10+ user testing sessions a year, contributing to a 37% increase in user satisfaction scores.

MSNBC Interactive (msnbc.com, TODAY.com) 07/2005 – 06/2012
Product Designer

- Co-designed a new design system and content structure that let editorial staff build page layouts for the first time. Trained the company trainers, who built a mandatory curriculum, then trained staff on-site in Redmond, Secaucus, Manhattan, and Washington: 300+ people in six months, with a 25% gain in editorial workflow efficiency.
- Delivered daily UI design for sites serving 20M+ monthly visitors, including high-traffic breaking news events.

CERTIFICATION

CPACC, Certified Professional in Accessibility Core Competencies, IAAP | Earned 2022

EDUCATION

University of Washington, Seattle, WA | BFA Photography, BA New Media

VOLUNTEER EXPERIENCE

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

SKILLS

Strategy & leadership: Experience strategy, roadmapping, stakeholder alignment, facilitation, coaching and mentorship, OKRs, vendor management

Research: Moderated and unmoderated testing, interviews, surveys, synthesis, competitive analysis

Design & systems: Design systems, information architecture, taxonomy, WCAG 2.1 AA, mobile, OTT, web

AI & build: AI prototyping, Claude, Cursor, Figma, Lovable, HTML/CSS