Lisa Costanzo Wilkins

PERSUADING PIXELS TO ACHIEVE THEIR MAXIMUM POTENTIAL

I'm a Senior UX Designer with leadership experience, who thrives on user–testing, analytics, agile development, and building close-knit teams who make beautiful products together. I wish to collaborate with PM's, developers, designers and stakeholders who continue to learn and evolve. The most successful teams I work with value honest, constructive criticism and researched data to launch products that are effortless to the end–user.

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NBC News Digital, 2012 – present

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

- Re–envision mobile app and OTT presence for NBC News.
- Lead the design efforts on a new strategic initiative for TODAY.com lifestyle offerings.
- Create section 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

NBCNews.com & MSNBC.com

Across web, mobile web and native app interfaces:

- Directly involved with 3 site-wide redesigns.
- Collaborated with editorial teams to create re-useable templates to accommodate various dynamic data components.
- Created interactives, 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 (now Arris)

Lead Designer, OTT and Web design

- Led a team of designers to create the interface and navigation via remote control.
- Developed user flows and interaction models for DVR and OTT commerce interactions.
- Delivered solutions to better integrate the 10ft passive broadcast viewing (channel surfing, search, programming the DVR, etc.) with active engagement accompanying shows and sponsors.
- Produced training materials and documentation.

Go2Net (now InfoSpace)

Noob Visual Designer

- Visual & marketing design
- Portal design and product branding.
- Product shots, illustrations and ads. I made some of the most amazing 468x60 ads the internet has ever seen.

Strengths & Skills

- Use testing and feedback data to prototype and iterate in code or with prototyping tools.

- 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 members to executive staff.

- Find solutions by incorporating a Human Centered Design philosophy.

- Front-end code via HTML5, CSS3, Sass, some JQuery, and a little HBS action thrown in. Swift & Andoid Studio experience in the works.

- Quickly learn new programs and technologies.

- Version, track and manage with Git & Git app, Tower, SourceTree, CodeKit, Basecamp, Jira etc.

- Edit with WebStorm, Sublime, Sketch, and OmniGraffle.

- Mentoring. I had two excellent mentors that taught me how to deliver the best products on time. I continue to be influenced by them and in turn I enjoy helping, and mentoring others coming up in the field. When requested, I do as much as I can to fullfill mentoring requests.