

Dina Elfiki

Design Leader Driving Product Experience Innovation

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Summary

At NBCUniversal, I lead design for Fandango, Fandango at Home, Rotten Tomatoes, and SportsNext across various digital platforms, including Apple, Android, and Roku. My emphasis on user experience drives the creation of innovative products utilized by millions. With a successful track record of launching transformative products, I guide a talented team of designers and collaborate cross-functionally with product, engineering, marketing, and ad sales. By staying attuned to emerging strategies and trends, I help my team navigate challenges and promote continuous innovation, ensuring a world-class product experience in a fast-paced environment.

Top Skills

- Over fifteen years of UX and Product Design direction and management experience.
- Over twenty years designing user experiences for consumer-facing products across mobile, web and TV.
- Experience in discovery, search-related and commerce experiences.
- Experienced in designing for AI technologies
- An understanding of the intersection of User Experience and AI.
- Experience applying AI in Product Design Workflow.
- Experience designing for Video Streaming platforms

Work Experience

VP Product Design and Research

NBCUniversal | Los Angeles, CA

2017 – Present

- Over 15 years of hands-on UX and Product Design leadership, blending design expertise with management.
- Expert in customer-centered design strategies, user interface design, and accessibility best practices.
- Demonstrated strong team management skills, overseeing multiple brands and projects simultaneously.
- Drive product strategy, ensuring customer representation in design-led development.
- Follow a user-centric design process emphasizing experimentation, rapid testing, and iterative design.
- Lead design strategy through high-quality qualitative and quantitative research, prioritizing customer-centric decision-making.
- Evolve Design Operations strategies, enhancing processes for efficiency and impact, and overseeing the design system's launch and governance.
- Collaborate with engineering and product designers to create scalable Design Systems for brands like Fandango Ticketing, Fandango at Home, Rotten Tomatoes, and SportsNext across all platforms.
- Led the design and implementation of an AI chat feature for the Rotten Tomatoes app, enhancing user interaction and personalization.
- Received a patent for Mobile Enhanced Ticket.

Key Skills

- Conceptualizing and executing strategic interactive projects
- Expertise in customer-centered design strategies, user interface design, and industry best practices
- Research and testing-driven
- Strong time management abilities, capable of handling multiple projects and brands simultaneously
- Detail-oriented, goal-driven, and highly organized
- Proven strategy leader with a research-driven approach

- Facilitate strategic discussions with teams across Peacock and NBCU Sports.
- Possess deep expertise in media verticals and business models, including TV, Discovery Media and News, and E-Commerce.

Sr Director, Product Design

Live Nation Ticketmaster | Los Angeles, CA
2009 – 2017

- Collaborated closely with engineers and product managers to create user-friendly products excelling in interaction and visual design.
- Designed and conducted user research testing, ensuring enhancements are grounded in actual user behavior.
- Ensured products are intuitive, accessible, and user-friendly for millions.
- Led UI development for complex projects with broad scopes and evolving objectives.
- Designed a dynamic seat map interface that improved user engagement and simplified the seat selection process for millions of event-goers.
- Revamped the checkout experience to reduce friction, resulting in a significant increase in conversion rates and customer satisfaction during ticket purchasing.
- Contributed to product strategy through concept generation, prototyping, and collaboration with Product Design and Research teams to validate design choices.

Product Designer

NBCUniversal | New York, NY
2006 – 2008

- Led design and development of large-scale websites for Destination Truth, Syfy Rewind, and Battlestar.
- Collaborated with clients such as Stan Lee (Marvel Comics) and Josh Gates (Destination Truth) to create graphic packages.
- Designed and launched Syfy.com/Rewind, the first-ever Syfy "TV on the web" experience, attracting over 10 million users monthly.
- Demonstrated commitment to workflow productivity, generating effective suggestions for improvement.
- Received an NBC Ovation Award for outstanding teamwork.

Interaction Designer

IMG World | New York, NY
2004 – 2006

- Designed and developed large-scale mobile apps for clients including Tiger Woods, Dwyane Wade, and IMG Academies.
- Crafted visual designs incorporating client branding for Canon, Sprint, and Motorola.
- Created motion graphics from initial concept to completion.
- Collaborated with cross-functional teams to ensure seamless user experiences across mobile platforms, optimizing functionality and engagement.

Awards / Patents

- 2019 Patent Enhanced Ticket (312046-1)
- 2018 NBC Hackathon Grand Prize Winner
- 2011 LA TIMES – Live Nation Facebook Application Design featured in Entertainment section (Lead Designer)
- 2007 NBC Ovation Award, Outstanding teamwork
- 2004 Emmy Nomination, Outstanding achievement in advanced media technology for the enhancement of original Television Content for “Nascar PitCommandTM” (Lead Designer)
- 2003 Emmy Nomination, Outstanding Achievement in Advanced Media Technology for the Enhancement of Original Television Content for “Nascar PitCommandTM” (Lead Designer)

Interaction 3D Designer

Sportvision | New York, NY

2003 – 2004

- Designed and produced web, broadcast, and print media for MLB, NBA, NFL, and NASCAR.
- Developed the Emmy Award-winning interactive and real-time NASCAR PitCommand.
- Implemented successful project and resource management strategies.
- Gained knowledge of the development of successful sports broadcast industries.

Education

Bachelor of Arts in Graphic Design

Hofstra University - Hempstead, NY

June 2003