Dina Elfiki

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VP of Product Design with 15+ years leading design strategy across media, commerce, and streaming platforms. Currently overseeing design for Fandango, Rotten Tomatoes, and SportsNext at NBCUniversal, delivering scaled consumer experiences across mobile, web, and connected TV. Proven track record of building high-performing teams, launching AI-enabled products, and driving measurable business impact.

EXPERIENCE

NBCUniversal (Now Versant Media), Los Angeles — *VP, Product Design*

April 2017 - PRESENT

Lead product design strategy across Fandango, Fandango at Home, Rotten Tomatoes, and SportsNext, delivering scaled consumer experiences across mobile, web, and connected TV platforms.

Own end-to-end design vision and execution, aligning user experience with revenue, engagement, and growth objectives.

Build and scale high-performing design teams and Design Operations, including design system launch, governance, and cross-brand alignment.

Integrate AI-driven workflows to accelerate research, ideation, prototyping, and experimentation across the design organization.

Establish research-driven decision frameworks integrating qualitative and quantitative insights into roadmap planning.

Partner with Product, Engineering, Marketing, and Ad Sales to drive cross-functional execution across multiple business units.

Champion AI-enabled product innovation, including leading the integration of AI chat for the Rotten Tomatoes app.

Holder of patent for Enhanced Mobile Ticket technology.

Deep domain expertise across media, sports, entertainment, and e-commerce ecosystems.

Live Nation Ticketmaster, Los Angeles — *Sr Director, Product Design*

January 2009 - March 2017

Led cross-functional product initiatives in partnership with Product and Engineering, shaping experience strategy across high-visibility commerce programs.

Directed end-to-end design execution for complex, large-scale initiatives

SKILLS

Product Design Strategy & Organizational Leadership

AI–Driven Product Innovation & Workflow Integration

Consumer (B2C) and Enterprise (B2B) Platform Design

Commerce, Discovery & Search Ecosystems

Scalable Design Systems & Platform Architecture

Media, Streaming & Connected TV Platforms

Cross-Functional Executive Partnership

AWARDS

Patent Enhanced Mobile Ticket (2019)

NBC Hackathon Grand Prize Hackathon (2018)

Featured in Los Angeles Times Live Nation Meta App (2011)

NBC Ovation Award (2007)

Technology & Engineering Emmy Award Outstanding Achievement in Advanced Media Technology for

with evolving business and technical requirements.

Embedded research and usability testing into product development, ensuring decisions were grounded in behavioral insights.

Spearheaded checkout redesign, reducing friction and increasing conversion and customer satisfaction.

Oversaw development of a dynamic seat map platform experience, improving engagement and scalability for millions of ticket buyers.

Contributed to product strategy through concept development, rapid prototyping, and executive stakeholder alignment.

TrackPass with PitCommand (2003)

NBCUniversal, New York, NY — *Product Designer*

January 2006 - December 2008

Led design and front-end development for large-scale digital experiences including Destination Truth, Syfy Rewind, and Battlestar Galactica.

Designed and launched Syfy.com/Rewind, the network's first video web experience, scaling to 10M+ monthly users.

Collaborated with high-profile talent including Stan Lee and Josh Gates to develop branded digital experiences.

Improved workflow and production processes to increase efficiency across digital launches.

Recipient of NBC Ovation Award for outstanding teamwork and cross-functional collaboration.

IMG World, New York, NY — *Interaction/Product Designer*

January 2004 - December 2006

Designed and developed large-scale mobile applications for clients including Tiger Woods, Dwyane Wade, and IMG Academies.

Translated brand systems into compelling mobile experiences for Canon, Sprint, and Motorola.

Led motion design from concept through production to enhance storytelling and engagement.

Partnered cross-functionally to deliver seamless, high-performing mobile user experiences.

SportVision, New York, NY — *Interaction Designer/3D Animator*

May 2003 - December 2004

Designed interactive and real-time broadcast experiences for MLB, NBA, NFL, and NASCAR.

Contributed to the Sports Emmy–nominated NASCAR PitCommand platform, translating complex race telemetry into intuitive fan experiences.

Developed expertise in live sports broadcast production and cross-functional execution in high-pressure environments.

EDUCATION

Hofstra University, Hempstead, NY — *Bachelor of Arts in Graphic Design*

September 1999 - June 2003

LICENSES & CERTIFICATIONS

Using AI in the UX Design Process — *2024*

Artificial Intelligence for Design

Product Management — *2025*

Product Management Fundamentals