

Dina Elfiki

VP of Product Design with 15+ years of experience leading consumer experiences across entertainment, commerce, and sports. Lead design strategy for Fandango, Fandango Stream, and Rotten Tomatoes, connecting customer needs with revenue, engagement, and growth goals. Lead AI adoption across Product Design, helping teams move from concepts to working prototypes faster and collaborate more closely with Product and Engineering. Build teams and systems that pair faster execution with thoughtful design, accessibility, and customer research.

Los Angeles, CA
(310) 562-0700
delfiki@gmail.com
dina-portfolio.com

EXPERIENCE

Versant Media, Los Angeles — VP, Product Design

January 2026 - PRESENT

Lead product design strategy across Fandango, Fandango Stream, Rotten Tomatoes, and GolfNow, aligning mobile, web, and connected TV experiences with customer and business priorities.

Evolve the designer's role through AI adoption, coaching teams to move from static deliverables to working prototypes while strengthening design judgment, customer understanding, and accountability for quality.

Evolve design reviews around working prototypes, with expectations for UI fidelity, accessibility, interaction states, and edge cases before engineering handoff.

Own design vision, team development, and Design Operations; establish AI training and delivery practices that connect design systems, prototypes, and implementation requirements.

Partner with Product and Engineering on priorities and delivery, using customer research, usability testing, and product data to guide decisions and evaluate AI-assisted work.

NBCUniversal, Los Angeles — VP, Product Design

April 2017 - December 2025

Led product design strategy across Fandango, Fandango Stream, Rotten Tomatoes, and SportsNext, delivering consumer experiences across mobile, web, and connected TV.

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

Built and scaled design teams and Design Operations, including design system launch, governance, and cross-brand alignment.

SKILLS

AI Adoption & Design Strategy

Agent-Assisted Design
Workflows

Codex & Figma-Connected
Workflows

Design Systems & Governance

Functional Prototyping &
Design QA

Product Design Strategy &
Vision

Design Operations
(DesignOps) & Scaling Teams

Cross-Functional Collaboration
& Stakeholder Management

Executive Presentation &
Influence

User Research &
Data-Informed Decision
Making

E-Commerce, AVOD & TVOD
Experiences

End-to-End Product Design
(Mobile, Web, CTV)

Introduced AI-assisted workflows for research synthesis, ideation, prototyping, and experimentation across the design organization.

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

Partnered with Product, Engineering, Marketing, and Ad Sales to drive execution across multiple business units.

Led design for AI conversational experiences for the Rotten Tomatoes app.

Patent holder 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 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.

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.

AWARDS

Versant Media AI Summit
First Place Winner (2026)

Patent Enhanced Mobile Ticket (2019)

NBC Hackathon Grand Prize
(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 TrackPass with PitCommand
(2003)

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