



nancy lisch
— ux design —

contact

nancylisch.com

skills / tools

Product Design, User Flows,
Wireframes, Prototypes,
Sketch, InVision, Adobe CS,
Axure, Omnigraffle

education

BA, Fine Art

USC

Phi Beta Kappa,
magna cum laude

about me

I'm a creative lead with over a decade of experience in product design creating successful user-centered design experiences for a range of industries across platforms.

experience

Sr. UX Designer, AT&T (Contract - Aquent) 02/2017 - 01/2020

Collaborated with product and technology partners creating user flows and wireframes for AT&T TV across native app, television, and web platforms.

- Partnered with engineering and a UI Designer to lead design improvements to the Roku experience under a new code base.
- Led the standardization of content badges across the experience.
- Defined a consistent casting experience across both Airplay and Chromecast that could scale to add features with AT&T hardware.
- Mentored junior designers.

Sr. UX Designer, YP (Contract - Tentek) 04/2016 - 10/2016

Worked with product and development to create user flows, wireframes, and interactive prototypes for YP's website and native apps.

- Simplified the YP registration flow increasing successful registrations.
- Created a simple review writing experience including comments to promote discussion on YP's platform.

Sr. UX Designer, Walt Disney Studios (Contract - Tentek) 08/2014 - 03/2016

Partnered with product and development to create UX solutions for internal Studio Technology enterprise applications and consumer facing products like Disney Movies Anywhere, Disney Concert Library, and Digital Copy Plus.

- Simplified the Disney Movies Anywhere onboarding process.
- Designed a responsive website for Disney Concert Library to improve the Guest request experience for music licenses for concerts.
- Designed a responsive website for Digital Copy Redemption.
- Provided design feedback for junior designers.

Sr. UX/UI Designer, Kelley Blue Book (Contract - ZNET) 11/2013 - 07/2014

Worked closely with product and research teams to create wireframes, interactive prototypes, and visual designs for Kelley Blue Book's mobile web and native app experiences.

- Created wireframes and prototypes for a mobile experience for classified listings.
- Mentored junior designers.

Designer, Disney Interactive 06/2009 - 09/2013

Created wireframes and visual designs for Disney's Mom and Family portfolio.

- Lead visual designer for Disney Family Deals, which gathered all Disney Deals and reached 12.9M. Designed new branding, adaptive website (desktop and mobile), and marketing.
- Created wireframes, technical annotations, and visual designs for BabyZone, a responsive website for young mothers with monthly traffic of 1.5M.