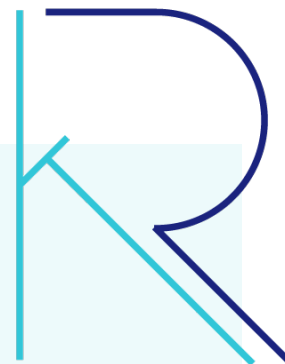


# Kate Ricci

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## Advocating for a holistic approach to human-centered experiences; building innovative, human-centered products, services, and strategies

### CURRENT EXPERIENCE

#### UX Design Lead Comcast NBCUniversal | Jul 2021 - Present

Managing the UX team designing the internal system foundational to Comcast's entertainment platform of apps, set-top boxes, OTT devices, and Smart TVs, including the day-to-day and long-term strategy; facilitating collaborative relationships with teams new to UX - both engineering and internal users; shaping and driving the strategy to create an internal enterprise UI design kit.

#### Equality by Design: Education Committee Comcast NBCUniversal | Jul 2020 - Present

In the summer of 2020, the Experience Design group of Comcast took a proactive approach to diversity and inclusion within our design sphere. Leading the committee focused on engaging the Philadelphia scholastic community with design; developing outreach programs both on-site and in-school; developing an internal career advancement program.

#### Instructor Moore College of Art + Design | Aug 2021 - Present

Adjunct faculty in the graphic design department teaching *Introduction to UX*.

### PAST EXPERIENCE

#### UX Design Lead

Comcast NBCUniversal | Nov 2016 - Jul 2021

Created and implemented entertainment vision and experiences driven by user needs, business goals, and product strategy for Comcast's entertainment platform with a focus on DVR and streaming products.

- Over the course of 4 years:
  - monthly active users by 217%
  - hours viewed increased by 426%
  - Apple AppStore rating increased by 3.2 stars (from 1.5 to 4.7)

#### Sr. Designer

Comcast NBCUniversal | Oct 2014 - Nov 2016

Created and implemented end-to-end process maps, user-flows, wireframes, documentation, and high-fidelity UI for the internal customer service application used by Call Center Agents and Field Technicians. Features include, but not limited to: authentication and transfer processes, device overview and troubleshooting, and informational articles.

#### Interactive Visual Designer

IBM | May 2012 - Oct 2014

Using design-thinking based product design, transformed legacy talent management and human resourcing software into user-friendly, brandable (or OOTB) software-as-a-service applications.

#### Designer

ICON Worldwide | Sep 2011 - Mar 2012

Web and print design for pharma and university clients based in Europe.

### EDUCATION

#### Moore College of Art + Design

BFA - Graphic Design

#### Chestnut Hill College

BS - Psychology, Religious Studies

### SKILLS

User experience + user interface design  
Design thinking methodologies  
Workshop facilitation  
Journey mapping  
Service design  
Entertainment design  
Persona development  
Design strategy

### TOOLBOX

Figma  
Sketch  
Abstract  
Invision  
Adobe CS  
Jira  
Confluence  
CSS & HTML (basic)