

FRED LASENNA

CREATIVE DIRECTOR | VISUAL STORYTELLING & DIGITAL EXPERIENCES

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Creative leader with 20+ years of experience spanning financial journalism, visual storytelling, brand, digital product, and customer experience. Built and led multidisciplinary design teams responsible for high-profile editorial experiences, subscription products, and digital platforms reaching millions of users. Combines strong visual judgment and newsroom experience with deep expertise in audience behavior, product design, emerging technology, and cross-platform storytelling.

EXPERIENCE

McGraw Hill Higher Education | Director of UX Design Contractor | August 2025 – April 2026 | New York, NY

- Provided design leadership across McGraw Hill's Higher Education digital portfolio, set vision and execution standards for enterprise learning platforms, supporting millions of instructors and learners globally.
- Led and mentored a distributed team of 10 UX designers and researchers, improving ownership, collaboration, and delivery consistency across multiple agile product teams, and advocating for accessibility and inclusive design.
- Partnered with executive stakeholders, product, data, and AI teams to shape AI-driven learning experiences, ensuring new capabilities are thoughtfully integrated into existing platforms to enhance clarity, trust, and usability.

Macy's Inc. | Director of UX Design | November 2020 – June 2025 | New York, NY

- Led design for loyalty and personalization platforms, driving digital and in-store experiences supporting \$400M+ in annual revenue across Macy's and Bloomingdale's.
- Directed design for monetization initiatives across the Macy's Media Network, supporting \$150M+ in retail media revenue.
- Led zero-to-one innovation initiatives, including Live Video Shopping, AR Try-On, Virtual Shopping Advisor, and Subscription experiences, from concept through launch.
- Built and mentored high-performing design teams while partnering across product, engineering, marketing, and leadership.

Shutterstock Inc. | Senior Director of UX & Product Design | Jan 2020 – April 2020 | New York, NY

- Led UX and product design across Shutterstock's digital platforms, supporting content discovery, licensing, and subscriptions.
- Partnered closely with cross-functional teams to evolve the end-to-end user experience for contributors and customers.

CNBC (NBCUniversal) | Director of UX Design | August 2006 – January 2019 | Englewood Cliffs, NJ

- Built and led the multidisciplinary design team responsible for CNBC's digital visual expression, working inside the newsroom alongside editors, journalists, and producers across breaking news and major editorial initiatives.
- Led homepage presentation, visual storytelling and brand expression across CNBC.com, mobile, streaming and emerging platforms, reaching more than 80M monthly users.

- Directed photography, data visualization, infographics, interactives, video, newsletters, social storytelling, and editorial packaging during major news events, including the 2008 financial crisis.
- Established CNBC's first photo-editorial desk to support growing newsroom demand, overseeing visual contributors and producing original photography for digital and broadcast use.
- Helped launch CNBC Pro, the company's first premium subscription product, and CNBC Make It, a new editorial brand focused on money, careers, and entrepreneurship for younger audiences.
- Led creative direction for the Warren Buffett Archive, transforming decades of Berkshire Hathaway shareholder-meeting footage into an enduring searchable editorial experience combining video, transcripts, navigation, and curated storytelling.
- Partnered across editorial, product, engineering, marketing, and broadcast creative to extend CNBC's brand across digital products, promotions, social channels, and emerging platforms.

Arc Worldwide | Associate Creative Director | May 2004 – August 2006 | New York, NY

- Led cross-functional creative teams delivering integrated advertising, brand, and digital campaigns for global clients, including Cadillac, Johnson & Johnson, Diageo, Kellogg's, and McDonald's.
- Directed visual design, interaction concepts, and brand storytelling across print, in-store, and digital channels.
- Art directed photo shoots and commercials, collaborating with writers, strategists, production teams, and external partners to execute high-impact campaigns.

EDUCATION

Manhattan University

Bachelor of Arts, Communications / Film & Fine Arts / Bronx, NY

SKILLS & FOCUS AREAS

Creative Direction • Editorial Design • Visual Storytelling • Digital Publishing • Brand Strategy • Photography & Art Direction • Data Visualization • Newsroom Leadership • Audience Strategy • Subscription Products • Design Leadership • Cross-Platform Experiences • Design Systems • Accessibility • AI-Enabled Experiences

HONORS & AWARDS

Emmy Award Nominee — “Boom, Bust & Blame: The Inside Story of America's Economic Crisis” Special Report

Edward R. Murrow Award – Best Website – Radio Television Digital News Association

Winner CableFAX Best of the Web Award – CNBC.com: NetNet with John Carney

Webby Award Honoree – CNBC Digital

Digiday Publishing Awards Finalist – Best Mobile Innovation