FRED LASENNA

CREATIVE DIRECTOR & PRODUCT UX DESIGNER

www.fredlasenna.com

fredlasenna@gmail.com

914-374-3498

DIGITAL STRATEGY • UI/IXD/UX DESIGN • MARKETING & PROMOTION • INNOVATION PROCESSES • TEAM LEADERSHIP

A passionate creative director and UX designer—with vast experience in news, retail, broadcast television, content development, and marketing. Throughout my career, I've transformed strategic business goals into winning designs while fostering collaboration, creativity, and successful teams and partnerships.

I'm excited about my work and collaboration, but also the tools and methods for getting the job done right. I believe in leading by example and demonstrating the principles of collaborative design, effective user-centric approaches, and efficient lean UX methodologies. I enjoy rolling up my sleeves and coaching high-performance teams to produce outstanding results.

Experience

Director of UX Design / Macy's

NOVEMBER 2020 – PRESENT   NEW YORK, NY

- Ensuring teams maintain utmost quality, consistency, and efficiency throughout the entire UX design and development process

- Collaborating with direct reports, senior executives, and peer directors to enhance strategic and practical fulfillment of business goals and objectives

- Leading and inspiring teams to produce outstanding results—and exceptional UX design in retail

- Defining and refining the overall UX vision and strategy for macys.com

Sr. Director of UX & Product Design / Shutterstock

JANUARY 2020 – APRIL 2020   NEW YORK, NY

- Led the development, execution, and improvement of user experience and product design strategies

- Collaborated with marketing and brand teams to ensure cohesive visual designs and messaging to drive revenue, engage subscriptions, and build loyalty

- Engaged senior management team in analyzing, designing, documenting and communicating short- and long-term UX & Product Design strategy

- Served as the voice of the customer and act as a customer experience advocate when synthesizing business strategies with user goals

- Recruited and developed extraordinary talent, by coaching, managing, and mentoring teams of aspiring design professionals

Independent Product Designer & UX Consultant

JANUARY 2019 – DECEMBER 2019   GREATER NEW YORK AREA

- Supported international brands with digital product / UX design and strategic conceptualization for a variety of clients including Becker Creative bcckcr.com and SymTrain symtrain.ai

Honors & Awards

Digiday Publishing Awards Finalist

MAR 2017 • DIGIDAY AWARDS

Finalist in the "Best Mobile Innovation" category, CNBC iOS App

National Edward R. Murrow Award

NOV 2012 • RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTNDA)

Winner 2012: "Best Website" category, CNBC.com

15th Annual Webby Awards Honoree

MAY 2011 • WEBBY AWARDS

Honoree in the "Web Pharmaceuticals" category, Marijuana & Money: A CNBC Special Report

CableFAX Best of the Web Award

APR 2011 • BEST WEBSITE DESIGN

CNBC's NetNet with John Carney Winner of the CableFAX Best of the Web Awards in the category of "Website Design"

Emmy Nomination

NOV 2009 • NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

7th Annual Emmy Awards For Business & Financial Reporting: New Approaches To Business & Financial Reporting Nominee

"Boom, Bust & Blame: The Inside Story of America's Economic Crisis" a comprehensive look at the economic collapse that gripped the world.

Director of Design and UX / CNBC

AUGUST 2006 - JANUARY 2019 ENGLEWOOD CLIFFS, NJ

- Led the design of user experiences and branding of all CNBC Digital multi-platform products—serving more than 80 million unique, monthly visitors earning the #1 position in comScore's Business News Video category

- Managed the UX / UI design team responsible for driving iterative enhancements of CNBC's apps across iOS, Android, Apple TV, Roku, Amazon Fire TV, Samsung TV, Amazon Alexa, and Google Assistant

- Designed and launched CNBC PRO, a premium paid digital subscription product while collaborating with marketing executives to develop and implement a brand strategy to drive acquisition and foster retention

- Conceptualized, redesigned, and tested CNBC Digital platform offerings on a cyclical basis to improve user experiences, refine advertising integrations, bolster loyalty, and increase use

- Collaborated with marketing, research, and product development teams to clarify user roles, personas, and user experience workflows—and create interactive prototypes, UI designs, visual and motion designs, pattern libraries and design systems

- Hired, mentored, and retained a versatile group of designers with skill-sets spanning UI, interaction, and visual design, as well as UX, research, rapid prototyping, and information architecture

- Served on the Comcast/NBCU UXD council to ensure consistency and identify efficiencies in creative development throughout the enterprise worldwide

Associate Creative Director / Arc Worldwide

MAY 2004 - AUGUST 2006 NEW YORK, NY

- Crafted innovative branding, advertising, and marketing strategies for various clients. (including Cadillac, Johnson & Johnson, Diageo, Kellogg's, and McDonald's)

- Led the collaboration between the design team and writers, photographers, developers, and production artists to create winning marketing campaigns (digital, print, and in-store displays, etc.)

- Directed photo shoots and commercials, hired talent, ensured the quality and effectiveness of scripts and brand messages, coordinated with production designers, prop masters, and wardrobe stylists

Art Director / Gartner

AUGUST 2001 - MAY 2004 STAMFORD, CT

- Defined the creative direction and overall strategy for Gartner.com and related brands

- Mentored the Digital Design team responsible for all creative direction and UX of Gartner.com

- Successfully managed various projects throughout the development lifecycle (from discovery and ideation, to strategy and design, to development, QA, and iterative enhancements)

- Improved the digital delivery and presentation of Gartner's premium research products through collaboration with producers, analysts, writers, and marketers, and usability team members

Education

Manhattan College
BA, Communications / Film & Fine Arts

Professional Development

Design Sprints

Completed Master the Sprint Process with DesignBetter.Co and Adam Perlis, founder of Academy UX & Design (2017)

Lean UX Process

Participated in "Lean UX" workshop and process training with Jeff Gothelf, author of Lean UX (2016)

Agile Methodologies

Completed Agile/Scrum Software Development Process Training conducted by XoJom Group (2014)

Expertise

Creative Direction and Management

Design Thinking and Agile Development

Product and Content Strategy

User Experience, Visual, and Interaction Design

Graphic Design and Typography

User Research and Testing

Rapid Prototyping

Marketing and Promotions

Brand and Identity Development

Photography

Executive Presentation Design