

# FRED LASENNA

CREATIVE DIRECTOR & UX PRODUCT DESIGN LEADER

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Digital Strategy • UI/IxD/UX Design • Marketing & Promotion • Innovation Processes • Team Leadership

As a seasoned creative director and UX design leader, I offer extensive experience spanning news, editorial, retail, e-commerce, broadcast television, content development, marketing, and promotions. I excel at translating strategic business objectives into impactful designs, promoting collaboration, creativity, and successful partnerships. I prioritize leading by example, championing collaborative design principles, user-centric approaches, and lean UX methodologies. I thrive on coaching high-performance teams to deliver exceptional outcomes and am passionate about utilizing effective tools and methods to achieve success.

## Experience

### Macy's & Bloomingdale's / Director of UX Design

NOVEMBER 2020 - PRESENT NEW YORK, NY

- Crafting and refining the overarching UX vision and strategic roadmap for the flagship digital platforms of macys.com and bloomingdales.com
- Spearheading the design and development of groundbreaking digital experiences within the innovation team, including Live Video Shopping, Subscriptions, Fragrance Finder, Virtual Advisor / Ask an Expert, Virtual Try-On, and Customization, driving forward the organization's digital transformation agenda
- Directing the comprehensive UX/UI design initiatives for loyalty and credit programs, including Star Rewards and Loyallist, to optimize customer engagement and brand loyalty
- Overseeing the strategic direction and execution of digital personalization initiatives, ensuring seamless integration and alignment with organizational objectives
- Building and mentoring a high-performing team of UX designers, nurturing their growth and development to achieve excellence in UX design
- Collaborating closely with key stakeholders, including direct reports, senior executives, and peer directors, to drive strategic alignment and operational effectiveness in pursuit of organizational objectives
- Spearheading the maintenance of exemplary quality, consistency, and efficiency across all stages of the UX design and development process

### Shutterstock / Sr. Director of UX & Product Design

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

## Honors & Awards

### CNBC iOS App - Best Mobile Innovation

MARCH 2017 • DIGIDAY AWARDS

Digiday Publishing Awards Finalist in the Best Mobile Innovation category

### Best Website: CNBC.com

NOV 2012 • RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTNDA)

Winner of the 2012 National Edward R. Murrow Award in the "Best Website" category

### Marijuana & Money: CNBC Special Report

MAY 2011 • WEBBY AWARDS

15th Annual Webby Awards Honoree in the "Web Pharmaceuticals" category

### CNBC.com: NetNet with John Carney

APR 2011 • CABLEFAX BEST OF THE WEB

Winner of the CableFAX Best of the Web Awards in the category of "Website Design"

### "Boom, Bust & Blame: The Inside Story of America's Economic Crisis" Special Report

NOV 2009 • NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

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

This original online editorial package offered a comprehensive look at the economic collapse that gripped the world.

# Independent / Product Designer & UX Consultant

JANUARY 2019 - DECEMBER 2019 NEW YORK, NY

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

# CNBC / Director of Design / UX

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 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 collaborating on a brand strategy to drive acquisition and retention
- Conceptualized, redesigned, and tested CNBC Digital platform offerings to enhance user experiences and advertising integration, to increase engagement, and bolster loyalty
- Collaborated cross-functionally to define user roles, personas, and workflows, producing interactive prototypes, visual and motion designs, pattern libraries, and design systems
- Recruited, mentored, and retained a versatile team spanning UI, 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

# Arc Worldwide / Associate Creative Director

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, ensuring the quality and effectiveness of scripts and brand messages, coordinated with production designers, prop masters, and wardrobe stylists

# Gartner / UX Director

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, marketers, and engineering teams

# Education

## Manhattan College

BA, Communications / Film & Fine Arts  
BRONX, NEW YORK

# Professional Development

## IDEO – Insights for Innovation

5-week course, an in-depth focus on the first phase of design thinking, with Jane Fulton Suri, Partner Emeritus & Executive Design Director at IDEO, and Coe Leta Stafford, Partner at IDEO & Executive Design Director of IDEO U

## Design Sprints

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

## Lean UX Process with Jeff Gothelf

Participated in week-long workshop led by author, speaker and Lean UX guru, Jeff Gothelf — Lean UX and process training

## Agile Methodologies

Completed Agile / Scrum Software Development Process Training and Integration, conducted by XoJom Group

# Specializations

Creative Direction and Management  
Design Thinking and Agile Development  
Product Vision and Content Strategy  
Visual and Interaction Design  
Graphic Design and Typography  
User Research and Testing  
Rapid Prototyping  
Marketing and Promotions  
Brand and Identity Development  
Photography and Cinematography  
Executive Presentation Design