



Jeff Lagasca

User Experience & Product Designer

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Senior Product Designer

Jul '12 - Mar '14 • iHeartRadio, New York, NY • iheart.com

iHeartRadio serves more than 50 million radio listeners throughout the U.S. and internationally, delivering more than 1000 terrestrial radio station streams, and an immeasurable multitude of custom radio stations — spanning music & talk/podcast radio — to its massive digital user base.

- Leading product design for its National web product, iHeart.com
- Launching 2 major products for iHeartRadio Web: Perfect For and Custom Talk
- Improving the design for Clear Channel's network of 850+ local station web sites
- Designing a custom and modular content management system (CMS) that provides capacity for information association, asset scheduling, and seamless and cascading creation workflows that can be distributed across iHeartRadio and Clear Channel's network of local station web sites

Art Director & Information Architect

Apr '11 - Apr '12 Contract • NYU-SCPS, New York, NY • scps.nyu.edu

A full-time contract from April '11-'12, I worked with NYU staff, leadership, and contractors to improve NYU-SCPS' website user-experience:

- Simplified the site's structure, designing clear paths for prospective students to learn about the school's programs
- Produced a design strategy supporting NYU-SCPS' global visual identity
- Enabled the school's 17 academic divisions to each form their own unique visual identity that remained consistent with the global SCPS brand.

Creative Director & Senior UX Designer

Oct '06 - Jul '09 • Social Sauce, New York, NY

Sosauce was a platform that provided powerful online content creation applications for travelers:

- Collaborated with company founders, driving UX design, front-end development, and marketing visual communications.
- Directed a creative team consisting of an Art Director, Web Designer, Flash Developer, and Design and Marketing Interns
- Coordinated front-end development efforts with our engineers half-a-world away in Taipei.

AS A FREELANCER SINCE 2001

I love working with web and mobile start-ups, companies, agencies, and organizations whose goal is to make a positive impact on our everyday lives.

Clients Include

Gannett, CityMaps, Playbill, FELA! on Broadway, NYU, The Knitting Factory, Format Studio, LoKast, K2 Media (tracks.io, sonar.me), Arts in Bushwick, Impose Magazine

MY EDUCATION

B.A.S., Psychology & Anthropology

University of California, Davis, CA • 2000-2005

PROFICIENCIES

Adobe Creative Cloud
Macaw
Responsive HTML5 & CSS3
jQuery
SASS

Creative Direction & Mentoring

IA / UX Design & Research
UI & Visual Design
Web & Mobile Apps
UGC & CMS Platforms
Photography