



Jeff Lagasca

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Rooted in empathy, strategy and iteration, I am a Product & UX Design leader, a builder, excited to solve the most complex problems, and, inspire fellow team members to pursue and realize their potential. **Based in Brooklyn, NY**

Experience

Razorfish

New York, NY • 2020 - 2023

SVP, Executive Creative Director, Experience Design

Jul 2022 - Oct 2023

- Northeast region discipline lead & Rokkan UX Lead: Managing the agency's UX design practice, UX/Product design creatives (40+) and accounts from Toronto to Washington, D.C.; additionally, I managed UX efforts and nationally distributed UX talent across Rokkan's legacy accounts.
- Found Razorfish's Accessibility Council, an internal business operating group that set agency-standards for innovation and execution meeting/exceeding accessibility requirements and user needs.
- Highlights:
 - National UX Lead for Razorfish's CVS Health Account, my team of 30+ re-imagined, designed and launched 8 first-class digital experiences for CVS within 16-months.
 - With Pfizer, created their first native mobile platform that integrated A.I. and biometrics intended for consumer use.
 - Accounts included: American Express, Mastercard, Bread Financial, LabCorp, Pfizer, Novartis, CVS Health, Frontier Communications, Tracfone, Unilever, Church & Dwight, Wellington Management
- GVP, Group Creative Director, Experience Design, Jan 2022 - Jul 2022
- VP, Creative Director, Experience Design, Dec 2020 - Jan 2022

Rokkan

New York, NY • 2015 - 2020, merged with Razorfish, Dec 2020

VP, Experience Design Director

Feb 2020 - Dec 2020

- Specialized in platform/product/service design serving highly skilled user-types with powerful operational needs. Includes operational platforms for JetBlue and Club Wyndham.
- Lead UX and design strategist for Publicis Groupe on our Altria account, launching heated tobacco harm-reduction product, IQOS, in the United States.
- Accounts included: American Express, Tracfone, Verizon, Altria, JetBlue, Club Wyndham, Coca-Cola, Cadillac
- Experience Design Director, Aug 2015 - Feb 2020

iHeartRadio, Sr. Product Designer

New York, NY • 2012 - 2014

NYU-SCPS, Information Architect & Senior Designer

New York, NY • 2011 - 2012 (Contract Position)

Social Sauce, Design Director

New York, NY • 2006 - 2010

Education

B.A.S. Psychology & Anthropology
University of California, Davis • 2000 - 2005

Areas of Expertise

Emerging Technologies

Design-solutioning for A.I., blockchain, virtual and augmented reality. I have a natural curiosity to understand how we can use such technology and platforms for social good.

Digital Transformation

The bread and butter of agency platform work, I've successfully guided numerous Fortune 100/500 companies in pursuit of their desire to modernize the enterprise.

End-User Ecosystems

Extensive experience planning and designing connected services and experiences that propel end-users across lengthy user journeys.

Highly Skilled End-Users

Designing for the "Power User" in need of powerful, automated processes that can be accomplished with minimal input; yet still, designing with customizability and extensibility in mind.

Accessibility

Expertise in accessibility standards (AAA/WCAG 2.1) not just with digital/on-screen experiences, but with integrative devices and technologies.

Mentorship & Growth

Managing with empathy, my goal is to ensure my team members have agency and confidence in their solutioning efforts. Feedback is always provided under my constructive, critical eye.

Skills

- Discovery
 - Brief intake and analysis
 - Stakeholder interview design
 - Interview facilitation
 - Analysis and reporting
- Requirements definition
- Experience and product roadmapping
- Information architecture
 - Sitemaps
 - Functional maps
 - User flows
- Persona definition
- Journey mapping
- Workshop planning and facilitation
- User testing
 - Design
 - Interviewing
 - Analysis and reporting
- UX / Product Design
 - Wireframing
 - Visual design
 - Responsive design
 - Design systems
 - Prototyping
- Art / Creative
 - Creative / Art Direction
- Front-End Development
- Analytics
 - Data intake and analysis
- Quality Assurance
 - QA / UA testing analysis
- Applications
 - Figma
 - Sketch
 - Adobe Cloud
 - Silverback

Outside of Work

- Cycling
- Photography
- Travel
 - Trekking / Hiking
 - Scuba Diving
- Hobbies
 - Reefkeeping
 - Orchid keeping



Duncan!