

JEFF LAGASCA

FREELANCE UX DIRECTOR • DESIGNING SINCE 2001

Dedicated to crafting effective and enriching products, and, the process required to arrive at such empowered destinations

EXPERIENCE

Freelance User Experience Director

I specialize in user-experience research, design and testing for consumer products and enterprise-level platforms. I've had incredible opportunities to make great products with amazing companies, organizations, and teams, including:

Independent Clientele

Sourced through my network

NPR
MoMA - NY
The Knitting Factory
FELA! on Broadway
Citymaps
Playbill.com
The Library of Congress

ROKKAN

rokkan.com

JetBlue
Wyndham Vacation Ownership
American Express Group
▪ Global Business Travel
▪ Consumer Travel
▪ Personal Savings + Accounts
Thor Equities & Residential

Creative Feed

creativefeed.net

Gannett / USA Today
Essilor
Vision Impact Institute

UX Design Instructor, Noble Desktop

Aug '14 - Present • New York, NY • nobledesktop.com

Once in a while, I teach UX courses at Noble Desktop, a creative training center in Soho, Manhattan. The courses train professionals interested in adding UX techniques to their current skillset, and, introduce creatives interested in exploring a potential new careerpath to user experience methodologies.

Senior Product Designer, iHeartRadio

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

The lead designer for iHeartMedia's web platforms, I designed and launched 2 major products for iHeartRadio: *Perfect For* and *Custom Talk*, and, defined and evolved UX, UI and Web design for iHeartMedia's network of 1000+ local stations.

Most proudly, I designed *RadioEdit*, an original and modular content management system (CMS) that provides capacity for seamless and cascading content creation workflows – for media association and management – that can be distributed across iHeartRadio and iHeartMedia's global digital network.

Information Architect & Art Director, NYU-SCPS

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

I worked with NYU's School of Continuing and Professional Studies executive and marketing leadership and a team of talented contractors on the re-launch of the NYC-SCPS website. Achievements included developing a long-term and scalable IA/UX strategy, and, defining a global visual brand and art direction for the school and its 17 divisions.

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EDUCATION

B.A.S. Psychology & Anthropology, University of California, Davis

Degree awarded June 2005

Emphasis in Cognitive Psychology (B.A.)
and Sociocultural Anthropology (B.S.).

My creative career also began at UC Davis' Office of Information & Educational Technology designing their web and marketing materials as a "Student Artist" for 4 years.

INTERESTS



CYCLING



PHOTOGRAPHY



TRAVEL



MUSIC



FILM



OUTDOORS



"DUNCADUNK"

Duncan



LINKEDIN.COM/IN/JEFFLAGASCA



FACEBOOK.COM/JEFFLAGASCA



INSTAGRAM.COM/SLYSEEKR