

EDUCATION

SCHOOL OF VISUAL ARTS

M.F.A. Products of Design, Class of 2018

NYC

BRANDEIS UNIVERSITY

B.A. American Studies, Business, Legal Studies, Film, Class of 2014

BOSTON

EXPERIENCE

GEHL STUDIO

SAN FRANCISCO

DESIGNER (contract) | SEPTEMBER-DECEMBER 2019

Gehl Studio is an urban design firm with a future-of-transportation innovation consulting practice. Our team conducted ethnographic research and developed prototypes exploring micro-mobility accessibility in a joint effort with IDEO.

- Contributed to a rigorous design research process, including interviews with dozens of stakeholders, experts, and users.
- Prototyped across multiple mediums, including UI/UX, marketing touch-points, business & pricing models, and micro-mobility deployment strategies.
- Presented research findings, frameworks, insights, principles, and prototypes to client in several interactive workshops.

ONEONE CREATIVE

NYC

DESIGNER+CREATIVE STRATEGIST (contract) | SUMMER 2019-PRESENT

OneOneCreative is an innovative branding, strategy and design agency. We are passionate about how design can directly influence human experience, shopping behavior, corporate identity, and brand loyalty.

- Contributed to demographic studies and brand positioning research.
- Produced data visualizations to make qualitative research clear & actionable.
- Generated creative assets including demographic personas, logos, and keynote templates designed to produce a consensus vision in start-up organizations.

PREHYPE VENTURE CONSULTING

NYC

SUMMER DESIGN ASSOCIATE | 2017

Prehype manages a portfolio of early stage brands which it attempts to scale into sustainable businesses, like BarkBox, Managed by Q, and AndCo.

- Assisted in testing the most effective names, graphic styles, and strategy of brands
- Implemented market research processes; A/B testing, Full Story, Intercom
- Provided graphic design for consulting practice and Harvard Business lecture series

MODERNMD URGENT CARE

NYC

PROJECT MANAGER | 2014-2016

[ModernMD](#) is a chain of clinics operating in low income areas of Brooklyn.

I helped manage the construction, credentialing, and design of first locations.

- Assisted build out from drawing board to five profitable medical clinic sites
- Managed bidding and implementation of IT and other infrastructure
- Worked with architects and contractors for timely project management

PROJECTS:

GRADUATE THESIS

Design and research exploration of human centered urbanism & the future of autonomous cars + the behavioral and cultural changes they will inspire.

MoMA STORExSVA Partnership

Designed product for sale across MoMA Store retail and wholesale channels. Traveled on MoMA sponsored trip to Japan to design craft inspired products.

CONTACT

www.lassor.com
feasley@lassor.com
917.843.4496

324 West 23 Street
New York, NY 10011

SKILLS

Design Research
UI/UX
Human Centered Design
Graphic Design
User Interviews
Brand Strategy
Business Development
Rapid Prototyping
Digital Fabrication
3D Printing

SOFTWARE

WEB & DESIGN

HTML
CSS
jQuery
Sketch
Flinto

ADOBE CC SUITE

InDesign
Illustrator
Premier

COMPUTER AIDED DESIGN

Auto-desk Fusion 360
SketchUp
Animation

OFFICE SUITE

Excel
Keynote/Power Point
Word