

LASSOR A. FEASLEY

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324 WEST 23 STREET
NEW YORK, NY 10011

EDUCATION

SCHOOL OF VISUAL ARTS

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

BRANDEIS UNIVERSITY

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

EXPERIENCE

ONEONE CREATIVE

DESIGNER+CREATIVE STRATEGIST (contract) | JULY 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

GEHL STUDIO

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

PREHYPE VENTURES

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

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 system 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.

SEATBACK SAFETY

Curates the worlds greatest collection of seatback airline safety procedure cards with thousands of social media followers. www.SeatbackSafety.com

SKILLS

NYC

Design Research
UI/UX

BOSTON

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

NYC

SOFTWARE

WEB & DESIGN

WebFlow
Figma
Sketch
Flinto

ADOBE CC SUITE

InDesign
Illustrator
Premier

COMPUTER AIDED DESIGN

Auto-desk Fusion 360
SketchUp

OFFICE SUITE

Excel
Keynote/Power Point
Word

NYC

NYC