

CONTACT

www.marclassoff.com
marc.lassoff@gmail.com
860.508.2177

EDUCATION

Clark University

Worcester, MA : May 2004

- Bachelor of Arts in Studio Art
- Concentration, Graphic Design
- Minor, Business Management

EXPERTISE

Digital Communications

- Creative Leadership
- Creative & Art Direction
- Conceptual Development
- Digital Strategy
- E2E Marketing
- Product & Service Design
- UI / UX / HCI Design

AWARDS

Cannes Cyber Lion

Silver in User Experience for National Geographic Killing Kennedy

Cannes Cyber Lion

Silver in Overall Aesthetic Design for National Geographic Killing Kennedy

One Show Awards

Gold Pencil in Web/Design Craft for National Geographic Killing Kennedy

CLIO Awards

Gold in Digital: Social and Web for National Geographic Killing Kennedy

Adobe Cutting Edge Award

National Geographic Killing Kennedy

Shorty Award

Finalist in mobile campaign for Under Armour, Curry 4 More Fun

Hatch Awards

Gold Innovation Award for adidas miCoach Elite

Cannes Cyber Lion

Shortlist in Mobile Social Media in Sports for adidas All in for D Rose

EXPERIENCE

Intuit, QuickBooks : Design Manager, Core + Ecosystem

San Francisco, CA : Feb 2021 – Present

- Led a team focused on supporting and enhancing the full customer journey across the entire QuickBooks marketing ecosystem
- Managed creative team members, while providing mentorship, career guidance, and education in craft
- Responsible for fostering and elevating team culture through various team activities and recruitment
- Participated in mission critical projects that aligned to company wide objectives, while meeting acquisition and retention goals
- Streamlined existing creative processes to increase efficiency; coming to life through extensive audits, playbooks, and much needed Op Mechs

Intuit, QuickBooks : Associate Creative Director

San Francisco, CA : May 2019 – Jan 2021

- Worked E2E across the marketing and product ecosystem to connect a fragmented customer experience to deliver an integrated experience
- Concepted and executed against key mid-funnel tentpole campaigns to create awareness for QuickBooks Online and it's suite of attached services

RED Interactive Agency : Creative Director

Los Angeles, CA : May 2015 – Jan 2019

- Partnered with clients to create meaningful digital experiences spanning multiple touchpoints of their brand ecosystems
- Managed and inspired teams of visual designers, ux designers and developers to deliver business value
- Participated on projects and sales pitches for clients such as, Bud Light, Roku, Samsung, San Diego Zoo, Under Armour and many others

RED Interactive Agency : Associate Creative Director

Los Angeles, CA : Apr 2014 – May 2015

- Concepted, designed and oversaw a variety of digital solutions for clients spanning a variety of industries
- Participated on projects and sales pitches for clients such as, Disney, Hasbro, Jockey, Nickelodeon and many others

Mullen Advertising : Sr. Art Director

Boston, MA : Jan 2013 – Mar 2014

- Worked on large-scale integrated campaigns involving print, broadcast, out-of-home and digital media
- Participated on projects and sales pitches for clients such as, Google, National Geographic, Pizza Hut, Purina, U.S. Cellular and many others
- Spread digital process, methodology, concepts and skills among a company founded in traditional advertising

Isobar North America : Art Director

Boston, MA : Aug 2008 – Dec 2012

- Worked on a number of award winning websites, user interfaces and mobile/tablet applications
- Participated on projects and sales pitches for clients such as, Adidas, Boston Bruins, Boston Celtics, Disney, Reebok, Smirnoff and many others
- Engaged in knowledge sharing presentations pertaining to productivity increase and design techniques