

MARC LASSOFF

Real person. Not a robot.

SUMMARY

I'm a design leader with 20+ years spanning agencies and in-house teams, bringing together brand, marketing, and AI experience design to build the systems and teams that connect products to the people who need them.

I've led work across Self-Employed, Small Business, and Mid-Market audiences, with a consistent focus on raising craft bar, developing strategic designers, and delivering business outcomes.

CONTACT

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EDUCATION

Clark University

Worcester, MA : May 2004

Bachelor of Arts in Studio Art

Concentration, Graphic Design

Minor, Business Management

EXPERTISE

Creative Leadership

Creative Team & Process Building

Creative & Art Direction

B2B & B2C Marketing

Digital Strategy

E2E Marketing

Web Experience Design

Product & Service Design

AI-Augmented Workflows

AWARDS

National Geographic Killing Kennedy Site

Cannes Cyber Lion: Silver in UX

Cannes Cyber Lion: Silver in Design

Cannes Lion: Silver in Storytelling

Cannes Lion: Silver in Microsite

Cannes Lion: Bronze in Digital Design

Cannes Lion: Bronze in Visual Design

One Show Awards: Gold in Web Design

One Club: Interactive Gold in UX Design

CLIO Awards: Gold in Digital: Social + Web

London Int Awards: Gold in Microsite

Adidas : All in for D Rose Campaign

Cannes Cyber Lions: Shortlist in Mobile

Hatch Awards: Gold in Int Campaigns

Hatch Awards: Gold in Social Media

Hatch Awards: Silver Creating a Movement

And more...

EXPERIENCE

Intuit : Group Design Manager

Mountain View, CA : Aug 2023 – Present

- Lead a distributed team of 20 visual and content designers across the US, Canada, and Australia, including 2 regional managers, setting the craft bar through hands-on creative direction, structured feedback, and investment in designer growth
- Drive design for Intuit Intelligence, the company's #1 AI strategic priority, alongside Intuit Enterprise Suite and Intuit Accountant Suite, owning marketing touch points and systems work tied to quarterly thematic launches
- Own the design systems infrastructure foundational platforms used by cross-functional teams and agency partners that scale quality and consistency
- Built and sustained 2 company-wide creative culture programs: the Brand & Marketing Gallery Walk (3+ years, monthly) and the One Intuit Design Community Lunch & Learn (2 years), reaching Intuit's full design organization

Intuit, QuickBooks : Design Manager

Mountain View, CA : Feb 2021 – Aug 2023

- Led a team of visual designers supporting the full QuickBooks marketing ecosystem, owning creative across acquisition, retention, and mid-funnel
- Directed notable QuickBooks campaigns, the QuickBooks Blog redesign, Paycheck Protection Program (PPP), and QuickBooks ecosystem positioning
- Mentored and developed designers through regular craft feedback, career guidance, and hands-on creative direction
- Streamlined creative ops through process audits, playbooks, and operational mechanisms that increased team efficiency and output consistency

Intuit, QuickBooks : Associate Creative Director

Mountain View, CA : May 2019 – Feb 2021

- Joined as an agency-background hire brought in to apply a more strategic, concepting-forward approach to in-house marketing design
- Owned all QuickBooks Self-Employed marketing experience design, including GTM materials and cross-sell opportunities with TurboTax SE
- Partnered strategically with marketing leads, influencing campaign strategy and creative direction upstream, not just downstream
- Conducted E2E audits across the ecosystem to identify gaps and opportunities

RED Interactive Agency : Creative Director

Los Angeles, CA : May 2015 – Jan 2019

- Led digital experience for major brands including Under Armour, Samsung, Bud Light, Roku, San Diego Zoo, and more, operating as a hybrid creative director and maker
- Partnered with clients to create meaningful digital experiences spanning multiple touch points of their brand ecosystems
- Directed project teams of designers, UX leads, and developers across brand ecosystem campaigns and interactive experiences

RED Interactive Agency : Associate Creative Director

Los Angeles, CA : Apr 2014 – May 2015

- Concepted, designed, and drove a variety of digital solutions for industry spanning clients
- 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

- Contributed to the National Geographic Killing Kennedy companion site, a cross-platform scroll-based parallax experience pushing the limits of HTML5 storytelling, recognized with Cannes Lions, One Show Gold Pencil, CLIO Gold, and London International Awards Gold
- Worked across large-scale integrated campaigns spanning digital, print, broadcast, and OOH for clients including Google, National Geographic, Pizza Hut, and Purina