

Lacey Selvagn

PRODUCT, UX AND DESIGN LEADER

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PORTFOLIO

www.laceyselvagn.com

WORK EXPERIENCE

Director of UX and Design SF, CA + Portland, OR (remote)
YOSS Feb 2019 – Current

- Led market and user research to determine product-market fit of current and new product ideas
- Owned product design through all phases, with my design team
- Developed and delivered on product roadmap and strategy to redesign platform in US and FR markets and launch a new product
- Owned brand design, marketing strategy and execution

Sr. Manager of UX San Francisco, CA
eHealth Sep 2018 – Feb 2019

- Analyzed, audited, and recommended changes to team and org structure to modernize and bring efficiencies to workflow, processes
- Designed and led executive leadership strategy session in Austin, TX, to kick-off company-wide shift in core product strategy
- Owned market/user research and UX for complex Medicare product

Global Product Owner, MarTech London (remote)
Adecco Group Mar 2017 – Jul 2018

- Informed on overall strategy, UX and design decisions for Adecco Group brands digital global presence and product portfolio

Manager of UX & Creative Services Jacksonville, FL
Adecco Group Mar 2015 – Jul 2018

- Led website redesign projects with my UX team, lifting conversions up to ~65% across sites and measurably improving user experience
- Defined and established successful UX strategies, processes, and methodologies, bringing all efforts in-house, nearly globally
- Established vision, goals, and culture for the Operations team and larger Marketing division, resulting in 100% retention within Ops
- Designed and facilitated numerous design-driven workshops

Sr. Designer Jacksonville, FL
Adecco Group Nov 2011 – Mar 2015

- Led internal redesigns of several key brands, establishing the brand design strategy and corporate identity systems in-house
- Led strategy and art direction of countless marketing campaigns, including record-breaking initiatives for our B2C brands
- Led UX and design for 12+ websites and brands

PROFILE

Product and design leader with a passion for design-thinking and ideation to collaboratively develop strategies and solve problems. I have spent nearly the last 10 years designing experiences and products across various mediums, building and leading teams with a positive culture, facilitating design-thinking workshops, and contributing across the entire product lifecycle, from product-market fit determination to marketing strategy and execution. I make things happen.

EDUCATION

University of North Florida
Jacksonville, FL
Graduated Cum Laude, December 2010
Bachelor of Fine Arts in Graphic Design
Minor in English

AWARDS & RECOGNITION

Adecco Group HQ: Marketing division
"Best Of" awards

Innovation: 2016
Passion: 2015
Innovation: 2014
Rising Star: 2012

PROGRAMS + METHODOLOGIES

Figma
Miro
Trello
Jira
InVision
Adobe CC
Confluence
Agile
HCD/UCD
Design-thinking