

# GREGG LAVINE

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User Experience/Design thinker and highly-respected leader. Extensive experience scaling teams and distilling down complex data and information into simple and engaging designs.

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## EXPERIENCE



### **Quantcast Inc., Head of User Experience**

San Francisco, CA | January 2021 - December 2022 | *Grew UX team by 400%; Built Design System*

- Grew stressed team of 3 to an aligned and motivated team of 12 FTEs w/ 2 Sr. Managers; created and staffed research practice; Manager Quality score of 94% (anonymous from directs) – 20 pts over company average
- Aligned with Product Management and Engineering orgs on assigning and delivering complex and data-intensive SaaS Platform UX; directed rebuilt design system and overhauled data-visualization library
- Evangelized user-centered design with product and engineering and delivered future-state experiences



### **Blue Shield of California, Senior Manager of User Experience**

Oakland, CA | August 2018 - January 2021 | *Grew UX team by 1,000%; NPS up 42pts*

- Grew struggling team of 3 to a highly motivated team of 10 full-time and 18+ contractor direct reports; created and hired subject expertise in research, content strategy, and visual design that inspired new product process
- Led \$100MM diverse product portfolio of transactional Member (B2C) and Provider (B2B) interfaces, white-labeled and co-branded experiences with CVS, TeleDoc, Heal, MobileHealth, Livongo, and more
- Drove visionary, strategic alignment and championed user-centered design operating model with product, engineering, innovation, and marketing, leading to a 42 point jump in our NPS score in 1 year
- Led the UX strategy, design, and implementation of new Medicare web/app experience; unchanged 4 yrs later
- Earned Manager Quality Index score of 96% (anonymous rating from directs), 8 pts over company average



### **Owler Inc., Vice President of Design & User Experience**

San Mateo, CA | September 2012 - May 2018 | *Community growth from 1K to 1M active users*

- Executive team member and strategic leader; hands-on designer of SaaS product (mobile, tablet, desktop, and email products), marketing and sales advertising and collateral; rapid gamification brainstorming and iterating with product team and supervision and direction of 4 front-end engineers and 2 direct design reports
- Zero > One implementation of a fully-designed product ecosystem and brand; created and evolved simple and engaging interfaces from complex dataset through metric-based learnings and user-testing
- Product grew from 100 to 10K daily data contributions; 1,000 to 1M monthly active users during tenure



### **VMware, Senior Manager, Product Design**

Palo Alto, CA | November 2011 - September 2012 | *Simplification of complex B2B software*

- Lead UX and visual designer on suite-level enterprise cloud software for web, mobile, tablet
- Mentored user experience and visual designers within VMware and art-directed external vendors and agencies; worked closely with software engineers on design implementation in Agile methodology
- Conducted and interpreted user and industry research into best-in-class user experiences

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## **NAVTEQ (now HERE Technologies, a Nokia Company), Manager of Interactive Design**

Chicago, IL | August 2008 - November 2011 | *Data-driven mobile mapping innovation*

- Staffed and managed global, multidisciplinary team of 10 visual and UX designers servicing departments across org and managed \$3MM external agency projects
- Led brainstorming, conceptualization, architecture, design and execution for mobile, web, tablet, auto, personal navigation devices; taking complex data sets and parsing down to simple, engaging experiences
- Managed \$2MM department budgeting and strategic planning/forecasting
- Funded and constructed in-house audio/video usability lab for user research and testing
- Saved over \$500,000/year by bringing UX/Design in-house; Customers: Mercedes, Sprint, Fiat, Yahoo



## **Northern Trust Company, Senior Manager, Rich Media Design and Development**

Chicago, IL | April 2007 - August 2008 | *Drove design & interactive uplift*

- Drove strategic branding and design of all online initiatives, both internal and external
- Developed style guides and managed and art directed third-party vendors and freelancers
- Planned, architected, storyboarded, designed and built Flash demos, ads and animations
- Researched, designed and developed podcasts, including video production, editing and dynamic Flash integration



## **PARTNERS+simons, Inc., Interactive Project Manager**

Boston, MA | May 2003 - April 2007 | *Revamped the UX/Interactive practice*

- Managed interactive projects from architecture and strategy to launch, including booking, training and managing staff of 5 and core pool of 2-3 freelancers
- Hand-coded HTML, JavaScript, and CSS and optimized graphics for dozens of websites and emails
- Designed and coded over 50 database-driven Flash animations, banners, demos, and websites
- Clients included: Agilent, BCBS of MA, Intuit, Iron Mountain, Hood, Sovereign Bank



## **Platform360 Interactive, Inc., Co-Founder & President**

Boston, MA | March 2002 - May 2003 | *Engineered custom content management system*

- Co-founded and successfully ran profitable interactive strategy and technology agency with 10+ clients
- Designed and built web application development tools including a proprietary content management system and intensive data-driven/actionscripted Flash-based tools
- Drove new business, managed multiple projects concurrently, designed and coded front-end interfaces
- Acquired by PARTNERS+simons to overhaul and build up their interactive capabilities and resell and scale our proprietary content management tool for use in photography, law, and biosciences.

### EDUCATION



## **Union College, Bachelor of Arts | Psychology/English**

Schenectady, NY | Honors: Cum Laude, Psi Chi Society (Psych)