

# TODD LEFELT

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## MANAGING DIRECTOR — USER EXPERIENCE

Oversee user experience research, strategy, and design for many of the world's most influential and beloved brands, including Apple, Cisco, Fox, Hulu, Samsung, Target, Toyota, and USAA.

## PROFESSIONAL EXPERIENCE

### Huge, Inc.

Los Angeles, CA

*Award-winning user experience design and digital marketing agency providing services to Fortune 100 and other clients in 12 offices worldwide. Subsidiary of \$7.8 billion Inter Public Group (NYSE: IPG).*

### Managing Director, User Experience, West Coast

2010 to Present

Lead UX services growth for West Coast clients. Focus on pitching and winning work, defining project plans and approaches, leading vision and strategy phase of engagements, and overseeing creative output. Manage 15-person team. Report to President, West Coast Practice.

#### *Practice Leadership:*

- Led Experience Design Department. Created revolutionary digital products and made sizable contribution to West Coast's growth from \$2 million to \$30 million of annual billings.
- Built and fostered creative culture and camaraderie. Evolved UX design philosophy and user-centric design processes. Introduced UX strategy and improved qualitative research approaches that form foundation of firm's competitive advantage.
- Conducted research and provided expertise on digital behavior, abilities, and expectations of kids ages seven to twelve. Used data and insights to inform UX design for consumer product, gaming, media, music, technology, and other clients.
- Launched *Start-Up Mentor Program* to help promising seed and angel stage companies tell their stories, shape products, and create world-class, user-centric brands. Built relationships with next-generation disruptors. Featured in *Forbes*.
- Spoke at global conferences, including SXSW, Digital Summit, Bandwidth, ad:tech, and Digital Entertainment World.
- Served on UX Awards Advisory Board from 2015 to 2017.

#### *Representative Projects:*

- Partnered with Hulu to create next-generation, personalized, deeply immersive television experience. Drove 42% YOY increase in subscribers (+ 5 million). Pushed company's ad revenue past \$1 billion for first time.
- Redesigned end-to-end shopping experience for leading, global consumer technology company. Embedded 15-person UX team and grew relationship with additional dedicated service teams (35 people) over two-year period.
- Led partnership with Fox to strengthen on-demand content capabilities. Projects included FXNow app (+7 million subscribers), FoxNow app (iTunes rating increased to 4.5 from 2), and *Simpson's World* app (now the leading on-demand franchise entertainment app).
- Developed fully responsive web design for Lexus. Drove increased reach and engagement with simpler UX and social media shares. Grew digital sales leads 120%+ in four months.

## TODD LEFELT

### Vice President, User Experience & Design, New York

2006 to 2010

Joined five-person UX group as Hugué's 37<sup>th</sup> employee. Made defining contributions to UX design philosophy, culture, and processes. Directed projects that put Hugué UX top-of-mind with leading brands. Developed client base; managed large relationships. Reported to Founding Partner/CSO.

- Played key role in building largest user experience practice in New York, growing team from five to 45 people.
- Engaged by Bain Capital to develop expansion strategy for Clear Channel's 850-station radio network. Created research-based vision for omni-device, personalized digital audio service. Resulted in iHeartRadio, one of only two streaming platforms to reach 100+ million users.
- Led vision and research-based strategy for redesign of CNN.com. Reimagined site and its UX to provide fast, real-time access to trending news, related stories, and deep-dive information. Changes drove site to #1 online news position and 10+ million daily visitors.

### Flandrau Science Center & Planetarium, University of Arizona

New York, NY & Tucson, AZ

#### Usability Architect

2005 to 2006

Completed initial concept design phase for Center's digital learning platform which enabled personalized journeys through the Center. Platform complied with Common Core Standards and was scalable and monetizable beyond the Center as a proprietary model.

### Time, Inc.

New York, NY

*\$3.1 billion multi-platform media and content company (NYSE: TIME).*

#### Usability & Interaction Design Consultant

2004 to 2005

Defined and documented global standards for a modular framework for the front-end of all digital content sites (Time, Sports Illustrated, People, Fortune, InStyle, Life, Travel + Leisure, etc.). Improved UX. Simplified internal use and delivered cost-saving operational efficiencies.

### Ecoss Technologies

New York, NY

*Start-up provider of environmental, health, and safety performance management software and services.*

#### Director, Design & Usability

2001 to 2003

## EDUCATION

MA, Interactive Telecommunications Program, Tisch School of the Arts, New York University  
BFA, Stamps School of Art & Design, University of Michigan