

Lanny Geffen

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Product and design leader for the AI-native era. Twenty years turning new technology into products people actually value. Most recently I ran design at Workleap through its shift from no AI to shipped AI products and a working agentic-platform prototype, setting the product direction and building the prototypes in code myself. Earlier: KOHO's App Store Editor's Pick rebuild, Canada's first mobile wallet, and category-leading commercial outcomes across fintech, SaaS, media, and consumer.

WHAT I LEAD

Product & Platform Strategy // AI-Native and Agentic Products // Design Leadership & Team Building // Prototype-in-Code Practice // Growth, Adoption & Commercial Outcomes

EXPERIENCE

Workleap, Sr. Manager (Director), Product & Design

Jun 2025 – Jun 2026

HR SaaS Platform · Remote

Hired to lead Workleap's senior design team; when the VP of Design moved to run the ShareGate side of the business, ran Workleap design as acting director, with a seat at the weekly directors' table and biweekly 1:1s with the CPO, working directly with engineering leadership.

- Inherited a mandate to "ship seven AI features" in a half; converted the open slots into hypothesis-driven bets tied to customer value. The first shipped: an AI turnover-insight report that hit 28% customer adoption in its opening weeks.
- Killed the weekly engagement notification (60% opt-out rate) and shipped its replacement: a personalized AI digest managers subscribe to, with action one tap away. Open rates rose from 32% to 89%; opt-outs fell under 5%.
- Concepted and prototyped agentic 1:1s built on a live, AI-synthesized profile of every employee. Made the prototypes personally in Lovable: no PM, no Figma, direct with engineering.
- Concepted a ground-up, AI-native redesign of the entire Workleap platform, prototyped in Claude Code, consolidating a post-acquisition patchwork of siloed products into one agentic experience.
- Took a senior design team from AI-skeptical to daily AI use in real design work, without lowering the craft bar.

Geffen Group, Principal AI Product Strategist

Jul 2024 - Present

Product & AI Advisory · Toronto

Advise product leaders and teams on beating the AI-project failure rate: which AI bets are worth making, and how to organize and drive the work so it actually ships. Alongside client engagements, design and build AI product tools end-to-end: the hands-on immersion that grounded the AI-native leadership work that followed.

FUSE Create, Director, Strategy & Brand Innovation; Head of Strategy

Jul 2019 – Jul 2024

Creative Agency (WINA Agency of the Year 2024; Campaign UK Top 10 Small Agency 2023) · Toronto

- Rebuilt Ricola's e-commerce strategy and storefront: moved the brand from third to category leader, with a 58% conversion rate (1.7× category average) and engagement 6× category norms.
- Reframed CIBC's Costco card acquisition journey through behavioural insight and rapid prototyping: 67,000 new cardholders in two weeks.
- Led digital product and CX engagements across financial services, telecom, healthcare, and consumer brands, using experimentation and testing to move adoption and business outcomes.



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KOHO Financial, VP, Product Design

Oct 2017 – Oct 2018

One of Canada's Leading Fintechs · Toronto

- Led product design for the full rebuild of KOHO's mobile banking platform contributing to a 250,000+ user growth run.
- The rebuilt app earned a 4.8-star rating and an Apple App Store Editor's Pick, establishing KOHO among Canada's top-rated banking apps.
- Cut onboarding to under two minutes; drove customer satisfaction to a category-leading NPS of 80 through usability testing and relentless simplification.

OneMethod, VP, Strategy & User Experience

Jul 2014 – Oct 2017

Award-Winning Digital and Creative Innovation Studio · Toronto

- Launched Nestlé Canada's digital platform: increasing engagement by 300%, reducing support costs 20%.
- Conceived and launched a content-creation service that generated \$400K in new revenue inside four months.
- Helped shape go-to-market strategy for Supreme Cannabis through the growth run that ended in a \$435M acquisition.

Digiflare, VP, User Experience & Design

2011 – Jul 2014

Multiscreen Application Development · Toronto

- Built the product and design practice from scratch into a 12-person team shipping multiscreen products during the shift to mobile and streaming.
- Shipped SureTap, Canada's first mobile wallet;
- Led experience work across streaming and OTT platforms for North American media brands.

EARLIER

Pixel Smashing

Founder & Creative Director

2008 – 2012

Founded a digital product consultancy delivering software, workflow tools, and learning platforms for regulated industries: pharma (Eli Lilly, Johnson & Johnson, Roche), healthcare, nuclear energy & utilities.

Proximity BBDO

Interactive Designer / Developer

2004 – 2008

Award-winning digital work for RBC, Pepsi, and Wrigley, including Cannes Lion-recognized digital innovation.

EDUCATION

Athabasca University

MBA, Technology Innovation & Ventures

Core completed · candidate early 2027

Athabasca University

Graduate Diploma in Management · 2025

Case studies and references available on request.

