

# Chuck LoCascio

Principal Product Designer

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Hybrid Operator + Product Designer focused on AI-native enterprise platforms, operational systems, and 0 to 1 product execution. Experienced leading cross-functional initiatives from strategy through launch across Fintech, Enterprise B2B, and emerging AI startups. Combines systems thinking, operational insight, and hands-on product leadership to build scalable experiences that improve business performance, platform adoption, and organizational efficiency.

## Experience

### O Three Verve

Founder | Nov 2024 – Present

- Founded and led development of EQ Sight, an AI-native enterprise monitoring platform powered by Agentic workflows and operational intelligence systems.
- Directed product strategy, UX, investor positioning, and go-to-market execution across the EQ Beta Program, contributing to 6 enterprise pilot engagements.
- Partnered closely with engineering and executive stakeholders to translate complex infrastructure and AI concepts into scalable operational workflows and customer-facing product experiences.
- Created investor and GTM materials for Energy Quotient including the pitch deck, website, product positioning, and sales collateral.

### BlackRock

Principal Product Designer May 2023 - Nov 2024

- Design and Shipped BlackRock Advisor Polling, improving avg. monthly signed-in visitors by +34.8%.
- Design lead on Notifications for 200,000+ Advisors, led stakeholder workshops, facilitated user research interviews, and identified key opportunity areas for enhancing engagement.
- Audited accessibility with Google Chrome Axe plugin for the Advisor Center Platform in order to ensure WCAG 2.0 compliance.

### BCGK

Managing Partner, Operations | Mar 2020 – Present

- Operate and manage a \$28M (AUM) real estate portfolio consisting of 120 units. Overseeing operations, financial performance, capital improvements, and long-term growth strategy.
- Reduced portfolio-wide expenses by 57% while improving NOI by 40% and maintaining a 96% occupancy rate through operational optimization and systems-level process improvements.
- Led vendor coordination, operational workflows, leasing strategy, and property improvement initiatives across multiple assets and stakeholder groups.

### Silicon Valley Bank

Principal Product Designer June 2020 - May 2023

- Led enterprise workflow and operational tooling across the banking administration user portal, fraud prevention, and client management systems.
- Designed the SVB Go Back Office Admin Platform, reducing service cases by 51% through improved operational workflows, tooling consolidation, and self-service capabilities.
- Created secure client administration tools that improved data integrity, reduced operational friction, and streamlined internal support processes.

- Partnered with cross-functional stakeholders across compliance, operations, engineering, and product teams to improve platform reliability and enterprise usability.
- Shipped Positive Pay features that enhanced fraud detection capabilities and strengthened operational security for enterprise banking clients.

## **Grabbi**

Founding Designer | Jul 2019 - Jan 2023

- 0→1 founding designer responsible for end-to-end product strategy, UX, and platform execution across consumer, merchant, and operational experiences.
- Shipped iOS App Clips and Android Instant Apps consumer experiences, generating over \$60,000 in transactional volume and validating early product adoption.
- Designed the React-based merchant operations platform, helping onboard the first 10 merchants in San Francisco and supporting operational scalability.
- Collaborated closely with founders and engineers to shape product direction, operational workflows, onboarding systems, and NFC-enabled ordering experiences.
- Designed the SmartMenu hardware experience with built-in NFC tap technology, enabling seamless tap-to-pay consumer interactions.

## **BlackRock**

Senior Product Designer | Apr 2019 - Apr 2020

- Designed enterprise investment tooling and advisor experiences supporting scalable financial decision making workflows.
- Designed the Explore By Goals Fund Screener Tool, increasing traffic by 8,000+ monthly visitors through improved discoverability and advisor usability.
- Enhanced the fund screener page and product workflows that improved advisor efficiency and platform engagement.

## **Accenture**

Senior Product Designer | Jan 2016 - Apr 2019

- Designed and delivered enterprise AI solutions within Liquid Studios, partnering closely with executives, engineers, strategists, and data scientists.
- Led design for an AI-driven sales demo platform that generated \$2.8M in new business opportunities and supported enterprise client acquisition efforts.
- Helped shape AI product concepts from early-stage strategy through execution, translating emerging technologies into scalable enterprise experiences and operational workflows.
- Created a custom iOS application for internal container tracking, deployed to over 10,000 internal users across distributed operational teams.

## **Patents & Awards**

### **Explanation-Driven Reasoning Engine**

US 11,694,102 B2 · Issued Jul 4, 2023

### **Accenture Global Demo Awards Winner**

Issued by Accenture · Sep 2018