

**Lacey Picazo**

As the founder of ZoCo Design, Lacey guides her team to design products and experiences people love. Since 2013, ZoCo has been delivering brands and digital products that improve lives and connect people, all by prioritizing an understanding of the human experience. They help their clients identify with the people they serve and the problems they face to uncover opportunities, inform design decisions, and launch products that solve complex problems.

Furthermore, Lacey and ZoCo have built a reputation preparing companies for what's next—inciting transformation and growth for innovation teams at global companies, to highly impactful nonprofits in their own backyard. Though their clients are diverse, what ties ZoCo's work together is a bold vision for the future and a passion for improving customer experience through human-centered design.

**Accolades:**

ZoCo has been recognized on the Inc. 5000 list, the international Webby awards, Inc. Best Workplaces, Business First Best Places to Work, and Business First Fast 50.

Lacey has been honored as a member of Columbus CEO's inaugural 'Future 50' class, Business First's 'Forty Under 40', Smart Business's 'Smart 50,' and BizTech Awards 'Outstanding Woman in Technology.'

Lacey founded ZoCo on the belief that design has the power to create meaningful change and advance the human condition. With this as a guide, she has served the Mid-Ohio Foodbank as the CX board co-chair, Columbus Society of Communicating Arts as a President and board member, and the Modern College of Design as an advisory council member. Lacey is also a member of Invision's international Design Leadership Forum.