



**FOR IMMEDIATE RELEASE**

**Torquato Tasso Appointed Head of UX/UI Experience at Lifewise Digital**

[Blufton SC, 1/1/2023] – Lifewise Digital, a leading innovator in the digital AI solutions space, is pleased to announce the appointment of Torquato Tasso as the Head of UX/UI Experience. In this pivotal role, Mr. Tasso will lead the company's efforts in creating seamless and user-centric digital experiences across its product portfolio.

With an respected career spanning over two decade in the field of user experience and interface design, Torquato Tasso brings a wealth of expertise to Lifewise Digital. His proven track record of transforming complex concepts into intuitive, visually stunning interfaces has garnered recognition within the industry.

"Lifewise Digital is excited to welcome Torquato Tasso to our team as the Head of UX/UI Experience. Torquato's visionary approach to design aligns perfectly with our commitment to delivering innovative and user-friendly solutions," said Richard DeSimone, CEO at Lifewise Digital.

Torquato Tasso's strategic mindset and passion for creating meaningful user interactions will play a crucial role in enhancing Lifewise Digital's position as a leader in digital AI solutions. His responsibilities will include overseeing the design and implementation of user interfaces that prioritize user experience, accessibility, and aesthetics.

"I am honored to join Lifewise Digital at such an exciting time in the company's journey. I look forward to collaborating with the talented team here to elevate the user experience across Lifewise Digital's diverse range of products and services," said Torquato Tasso.

Torquato Tasso's appointment reflects Lifewise Digital's dedication to fostering a culture of innovation and excellence. By prioritizing user experience and interface design, Lifewise Digital aims to further solidify its position as a preferred choice for users seeking intuitive and engaging digital AI solutions.

**About Lifewise Digital:**

Lifewise Digital is a [brief description of the company, its mission, and its core products/ services]. LifeWise Digital has developed a state-of-the-art digital marketing platform that provides hyper-targeting capabilities based on lifestyle profiles of individual consumers. Driven by our LifeWise-AI smart ad targeting platform, a learning DSP/SSP platform and a rapidly growing analytics data management platform For more information, visit [www.lifewisedigital.com](http://www.lifewisedigital.com).

**Note to editors:** Images, logos, and additional information about LifeWise Digital, Inc. can be found in the company's online press kit at [www.LifeWiseDigital.com](http://www.LifeWiseDigital.com) .

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