

Emanuele Pagani

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EXPERIENCE

Kittyhawk, Inc. - Creative Director

2018 - PRESENT

[Kittyhawk](#) unifies the mission, aircraft, and data to empower safe and effective enterprise drone operations. Currently designing the next release of Kittyhawk mobile iOS and Android apps.

- Built Kittyhawk brand identity from ground up, including defining detailed brand guidelines and design language.
- Responsible for oversight and execution of all marketing and brand creative.
- Designed and built the new website end to end, managed ongoing SEO optimizations and built a B2B digital marketing strategy (including email marketing, social campaigns and more) to maximize growth potential and fill the sales pipeline - resulting in a 400% increase in organic growth within 2 months. - [Kittyhawk Youtube](#)

Inkstinct, Inc. - Founder, CEO, Product Designer

2009 - PRESENT

[Inkstinct](#) is an online platform and mobile application that connects tattoo artists and studios with enthusiasts, creating a space for artists to promote their art in a vertical marketplace. Inkstinct has been downloaded more than 9M times, has more than 1M page views a month, 400K active users, 16M+ viewers/monthly on Pinterest account, more than 1.5M followers in a set of 4 Instagram pages. Inkstinct for iOS has been featured on Apple App Store in November 2014 and September 2017.

- Responsible for leading the UX and UI design of the iOS and Android versions as well as the desktop platform.
- Develop strategic plans for long term goals and product roadmap, all informed by user research and behavioral learnings. Lead a team of four developers and partner closely to execute, innovate, test and optimize.
- Successfully reached the milestone of 4M followers on social media.
- App download: www.inkstinct.co/download - [Website growth graph](#)

Cloud4Wi, Inc. - Creative Director

2015 - 2018

[Cloud4Wi](#) offers an enterprise-grade product suite to better understand and engage visitors over guest Wi-Fi.

- Built Cloud4Wi's product design system.
- Designed the Cloud4Wi brand identity and design language, as well as all marketing pieces.
- Designed, built and maintained the company's website while constantly optimizing SEO performance.
- Responsible for designing successful mobile product solutions, driven by various user testing and validation methodologies and tactics for Adecco, Armani, Clarks, Bulgari, Burger King, Ermenegildo Zegna, Illy, KFC, Microsoft, Loro Piana, Hermes, Swatch, McDonald's, Prada Group, etc.
- Responsible for the implementation of a B2B focused social media strategy and SEO optimization that resulted in a 250% increase in organic growth across a 2 year period.
- Led award-winning video and media productions. [press](#) - [video](#).

Faenza Group - Head of Digital Design

2011 - 2015

Faenza Group provides a wide range of modern marketing solutions brought to life through digital design, mobile and product design-development.

- Established and led a team that specialized in designing digital products for clients and partners
- Responsible for bringing design thinking and digital innovation to a leading printing company
- Oversaw integrated creative executions ranging from small corporate brochures to augmented reality experience for kids on books/mobile apps.
- Led the adoption and development of augmented reality products

Good Karma Agency Inc. - Co-founder and Creative Director

2005 - 2011

Good Karma was a digital agency located in Italy and Santa Barbara, CA that focused on product and digital design, marketing consulting and e-commerce. The company was acquired by Faenza Group in 2011.

- Co-founded a digital agency that provided digital design and technology solutions for 200+ clients across a variety of industries
- Led marketing strategy, digital design, branding and developing marketing campaigns with a focus on paid, organic SEO
- After finding success in Italy, we expanded into the American market by opening a branch in Santa Barbara, CA

ABOUT

Emanuele brings more than 16 years of experience working across the industries of product, web, mobile and marketing. He lives in San Francisco where he spends his days working as the Creative Director at [Kittyhawk](#), and in his free time, designs Inkstinct products for a community of more than 4M followers. He is also an artist, drummer, photographer and filmmaker.

EDUCATION

Bachelor's Degree, Design

University of Bologna - CNOS FAP
2003

Mathematics and Computer Science

University of Ferrara
2001

MOST USED TOOLS

Adobe Photoshop, Illustrator, InDesign, Sketch, Figma, Principle, Trello, Asana, HTML, CSS, jQuery, Javascript, MySQL, PHP, Adobe After Effects, Invision Studio, Final Cut Pro, Wordpress, SEO Yoast, Semrush, BrightEdge, DeepCrawl, Majestic, Evernote, Google AdWords, Facebook Advertising, LinkedIn Advertising and more.

CERTIFICATIONS

Wordpress certified developer

Wordpress - Envato

AdWords certified professional

Google - Udemy

SEMRush certified marketing pro

semrush.com

AWARDS

Apple Store featured app 2014, Awwwards nominee 2017, Awwwards site of the day 2018, Awwwards honorable mention 2014 and 2015, Repubblica Next new talent, Video and media production ("Digital360 Award" winner with Ferrovie dello Stato Success Story in 2016 and Prada Success Story in 2017).