

Emanuele Pagani

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EXPERIENCE

Kittyhawk, Inc. - Creative Director

2018 - PRESENT

[Kittyhawk](#) is an enterprise mobile platform that unifies the mission, aircraft, and data, to empower safe and effective drone operations.

- Currently designing the next release of Kittyhawk mobile iOS and Android apps.
- Built Kittyhawk brand identity from scratch, including defining detailed brand guidelines and design language. Additionally responsible for all marketing collateral and external facing creative.
- Designed and built the new website end to end, as well as managing ongoing SEO optimizations and building 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 6 months.
- Responsible for all video and media production - [Kittyhawk Youtube](#)

Inkstinct, Inc. - Founder / Head of Design

2011 - PRESENT

[Inkstinct](#) is an online platform and mobile application that connects tattoo artists and studios with tattoo enthusiasts, creating a space for tattoo artists to promote their art in a vertical marketplace. Founded in 2009, the app has been featured in the Apple App Store twice (2014 & 2017) and has been downloaded by more than 8M users.

- 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 across our channel of Instagram pages.
- App download: www.inkstinct.co/download - [Website growth graph](#)

Cloud4Wi, Inc. - Design Lead

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 partnering closely with the engineers.
- 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 for brands driven by various user testing and validation methodologies and tactics. Outputs included strategy/development/design of mobile guest wifi landing pages, mobile apps, desktop platform, software UI, email marketing/social campaigns and more for a variety of brands including 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

Alta Media is a new media agency within Faenza Group based in Faenza, Italy, that provides a wide range of website, mobile, software and marketing services and solutions ranging from small corporate brochures to sophisticated database driven transactional websites.

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

2006 - 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.

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)

ABOUT

Emanuele brings more than 15 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

FURTHER DETAILS ON
[linkedin.com/in/paganiemanuele](https://www.linkedin.com/in/paganiemanuele)