

Emanuele Pagani

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ABOUT

Emanuele brings more than 18 years of experience working across the industries of product, web, mobile and marketing. He lives between Boston and San Francisco, where he spends his days working for Uber Elevate, and in his free time, designing Inkstinct products for a community of more than 4M followers. He is also an artist, drummer, photographer and filmmaker.

EXPERIENCE AND CAPABILITIES

PRODUCT DESIGN + MARKETING DESIGN + RESEARCH

Assessing end-to-end product experience and delivering streamlined and optimized marketing product experience solutions. Sizing design deliverables based on research and delivering strategies to support business growth and product evolution. Designed new mobile products and web app experiences, and managed buildout and product launch. Owned the website stack for all the companies I had the pleasure to work for.

DESIGN TEAM MANAGEMENT

Team management for product, brand, visual design, research, motion graphics, and system design. Management of distributed and on-site design teams, with +5 direct reports. Responsibility for recruiting, hiring, career coaching, and capacity building. Building product and brand design from the ground up, including vision setting, identifying new discipline needs, performance management, establishing design process, incorporating design practice into organizational process. Identified key talent and brought in experts in photography, illustration, motion and development to deliver a high quality experience.

DESIGN LEADERSHIP

Leading initiatives in product design and brand marketing, building mobile products, brands, marketing deliverable, video productions and design systems from scratch. Setting vision for new brands and recalibrating the vision for evolving brands. Creating teams to deliver on the vision. Building cross-org partnerships between product, design, marketing and stakeholders to ensure user experience consistency across the end-to-end journey.

BRAND DESIGN & STRATEGY

Leading the redesign of projects, companies, brands and mobile products in multiple scale. Previous experience in the US includes Uber, Cloud4Wi, Kittyhawk, Inkstinct. Building out vision and strategy, creating systems that scale from product to marketing. Building new brand for startups and new products, and supporting their market launch. Evolving brands to craft the evolution that follow a scale-up change of market.

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EDUCATION

2001 - 2003

University of Ferrara Mathematics and Computer Science

University of Bologna Bachelor's Degree, Design

RESUME

UBER TECHNOLOGIES, INC. / UBER ELEVATE - LEAD PRODUCT DESIGNER

2020 - Present

- Designed and supported Uber mobile app (110M users) for the Uber Air experience.
- Designed multiple internal tool revamp and built new functionalities (patent pending) for some Map-based products.
- Designed the first Uber Elevate Community White Paper.
- Responsible for oversight and execution of all Uber Elevate marketing, PR and brand creative.

KITTYHAWK, INC. - SENIOR PRODUCT DESIGNER

2018 - 2020

- Designed and supported Kittyhawk mobile product for iOS and Android.
- Built Kittyhawk brand identity in 2018 and 2020 from ground up, including defining detailed brand guidelines and design language.
- Designed product revamp and marketing launch of the current version of the official FAA app B4UFLY for an audience of 1M+ active users
- Responsible for oversight and execution of all marketing and brand creative, including videos.
- 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.

INKSTINCT, INC. - FOUNDER, CEO, SENIOR PRODUCT DESIGNER

2009 - PRESENT

- 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](#)

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CLOUD4WI, INC. - SENIOR PRODUCT DESIGNER

2015 - 2018

- 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 DESIGN

2011 - 2015

- 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

- Co-founded a digital agency in Ravenna, Italy and Santa Barbara, CA, that provided digital design and technology solutions for 200+ clients across a variety of industries and markets. Good Karma was acquired by Faenza Group in 2011.
- Led marketing strategy, digital design, branding and developing marketing campaigns with a focus on paid adv, organic SEO, brand identity, digital publishing

MOST USED TOOLS

Adobe Photoshop, Illustrator, InDesign, Sketch, Figma, Principle, Trello, Asana, HTML, CSS, jQuery, Javascript, 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 2020, Apple Store featured app 2017, Apple Store featured app 2014, Awwwards nominee 2017, Awwwards site of the day 2018, Awwwards honorable mention 2014, Awwwards honorable mention 2015, Repubblica Next new talent 2014, Digital360 Award winner 2016, Digital360 Award winner 2017w

 more info on emanuelepagani.com