

Emanuele Pagani

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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 a 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 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.

ABOUT

Emanuele brings more than 17 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
2003

Mathematics and Computer Science
University of Ferrara
2001

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RESUME

Kittyhawk, Inc. - Senior Product Designer

2018 - PRESENT

- 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.
- Designed product revamp and marketing launch of the current version of the official FAA app B4UFLY for an audience of 900K active users
- 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, 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](#)

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 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 2017