

Joe Paganucci

Lead Designer

A lead designer with 15 years experience working on large and small teams to produce large-scale experiences for multiple clients. I believe the best work comes from a strong team collaborating and iterating. Throughout the design process my focus is on creating the best solution for the consumer.

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joepags.net

EDUCATION

Savannah College
of Art and Design
2001 – 2003

Art Institute of Boston
2003 – 2005
BFA Graphic Design

SKILLS

UX/UI Design, UX Strategy,
Content Strategy, Art Direction,
Illustration, UX Research,
UX writing

People Management, Agile
Methodologies, Project
Management

Adobe Creative Suite, Sketch,
Invision, Realtime Board (Miro),
Microsoft Products, HTML/CSS

Pivotal Tracker, Jira, Asana,
Trello, Kapost, Google Drive

CLIENTS

Coca-Cola, Nike, Netflix,
Kraft, OHSU, Delta, Subway
Restaurants, Booking.com,
Cadillac, HUMMER, TIAA-CREF,
Napster, Lysol, Young Living,
Downstream Impact, Fully

PERSONAL INTERESTS

Golf, reading, movies, baking
World War 2 history,

EXPERIENCE

McKinsey & Company, Portland, OR

Lead designer: Jan 2018 – Present, Senior experience designer: Mar 2017 – Jan 2018

McKinsey Dotcom design and publishing innovation team

- Collaborate with editorial stakeholders to design and maintain growth publishing products
- Design prototype products using web-based design platforms (Ceros)
- Collaborate with product managers and dev team to integrate successful products into Dotcom CMS
- Design product improvements based on insights from analytics team
- Develop and run qualitative tests
- Collaborate with design system lead to contribute new design patterns
- Collaborate on next generation article template design best practices

BlueInGreen Digital, Portland, OR

Product design lead: Feb 2017 – Present

Designing customizable websites for Young Living members on the MyYL Product team

- Build UX and content strategy and product growth plans for user-centered and responsive design of Young Living's personal website including a simple user-centered admin
- Collaborate with product team on new feature sprints
- Collaborate with product managers on user testing including focus groups and usability interviews
- Establish MyYL design system based on Young Living brand standards
- Collaborate with product managers on writing project SOWs and new feature requirements
- MyYL Results: One minute 25 seconds average time on page (1:01 on Youngliving.com), 3.25% Conversion Rate: (~1% higher than Youngliving.com)

Downstream Impact, Seattle, WA

Product design consultant: Sept 2018 – May 2019

Focused on multiple new feature designs to help client growth

- Collaborated with product manager and tech lead to design new features
- Designed GUI color palette guidelines to emphasize chart data
- Worked within dev sprints to design new features
- Established design system based on existing React UI design patterns

Wieden + Kennedy, Portland, OR

Senior experience designer: Jan 2012 – Mar 2017

Senior UX/UI Designer for multiple clients with a focus on mobile

- Worked closely with The Lodge on a functional robot UX/UI and Nike mobile projects in an agile project structure
- Worked on multiple internal projects including a React concepting mobile app
- Senior UX/UI designer and studio manager on two Coca-Cola Super Bowl Campaigns

MMB, Boston, MA

Senior interactive art director: 2011 – 2012, Interactive art director: 2010 – 2011

Art direct and design full-scale redesign of subway.com

- Created brand guidelines for all site elements and marketing elements
- Worked with third party developers to build subway.com
- Main interactive art director on all new business pitches

Genuine Interactive, Boston, MA

Interactive designer: 2009 – 2010

Worked on all aspects of site design from concept/strategy to site launch, including wireframes, presentations, site design systems and production design for multiple clients

Modernista, Boston, MA

Art director: 2007 – 2009, Studio designer: 2005 – 2007

Main art director on car launches for Cadillac including 2008 CTS and 2010 SRX