

# David Panarelli

San Diego, CA / 571.332.4120 / [david.panarelli@gmail.com](mailto:david.panarelli@gmail.com) / <http://dpan.co>

## Strategic product design leadership

Versatile, seasoned design manager and mentor with 15 years of experience in settings ranging from early stage startups, to mature product organizations, to consulting. Deep domain experience in ecommerce and fintech. 5 year track record of managing and scaling teams, while spinning up key design org infrastructure to enhance customer understanding and drive an efficient Agile product development process. Experienced design facilitator, demonstrating concept to delivery leadership with key stakeholders while partnering closely with engineering and product. Continual focus on team building and culture by supporting the craft of design, efficient lean process, and providing mentorship that improves hiring and retention while creating growth paths for team members..

## PROFESSIONAL EXPERIENCE

### Director, Product Design – Renovate America, San Diego, CA

Nov 2014 - PRESENT

Promoted to Director, Product Design in October 2018

Led cross-disciplinary Communication Design and Product Design team

- Provided ongoing coaching to team members on career trajectory and soft skills
- Improved design team's methodology through the adoption of objective-based critique
- Collaborated with engineering partners on effective Agile design process integration
- Defined job descriptions, leveling, and hiring processes
- Communicated and inspired through difficult circumstances; leadership changes, reduction in force, market volatility, evolving product needs, etc

Led research practices to support corporate strategy with critical customer insights

- Spearheaded successful company fellowship program for B2B user research
- Revealed customer onboarding pain points through innovative research synthesis

Key delivery outcomes in collaboration with product and engineering teams

- Designed mobile app with first-in-class multi-product application with PACE financing
- Designed transactional platform for b2b enterprise customers used for \$2B in growth
- Redesigned critical income verification experience to meet changing regulations
- Ongoing SME on interaction design and UX improvements to core B2B platform

### Principal – Panarelli Consulting, LLC, Washington, DC

JUNE 2009 - PRESENT

Facilitated design process for clients resulting in refined product strategy

- Executed UX strategy with stakeholders and key product delivery
- Agency clients: AKQA, EightShapes, ForumOne, GMMB, Mag7, Universal Mind, more
- End clients: Meijer, AARP, Remedy Health, NSF, USPS, Cisco, United Way, GWU, more

## **Manager, User Experience – LivingSocial, Washington, DC**

NOVEMBER 2011 - JUNE 2013

Led and managed designers and interns in fast-paced large startup environment

- Managed and mentored members of LivingSocial merchant experience team,
- Led the design internship program, cultivating talent into full-time hires
- Evangelized Lean UX practices across design, product, and engineering org partners

Key product delivery and improvements to research and design practices

- Created and scaled in-house, bi-weekly user research practice
- Developed methods for simultaneous qualitative and quantitative research
- Partnered closely with product and engineering team for delivery in Agile environment
- Designed the information architecture and core layout of LivingSocial's expanded format, allowing the company to increase inventory exposure for users

## **Interaction Designer – CustomInk.com, McLean, VA**

JANUARY 2008 - MAY 2009

Established UX design practice at a scaling engineering-led startup.

- First interaction designer at the company, infused contextual user experience research methodology into a data-driven, agile development environment
- Led research and design for internal and external e-commerce checkout system, increasing conversion 3%

## **EARLIER CAREER NOTES**

**Instructor** – General Assembly, 2014; Taught 12-week Introduction to UX class

**UX Mentor** – 2013 - 2015, 1776 startup incubator, Washington DC

**Associate UX Designer** – Wunderman (formerly RTC), 2004 - 2008, Washington DC

## **ADDITIONAL POSITIONS**

**Speaker** – “Transitioning into UX” 2014, NOVA UX, Vienna, VA; “Sketching” Pechakucha, Interaction 12 Toronto, Canada; “Managing Across Lean Teams” 2012, Lean Day UX, New York, NY; “Laid off? Go Solo” 2009, Ignite, Washington DC

**Speaking Coach** – “CrankyTalk Mentor” SXSW 2013; TEDx Potomac, 2010

## **EDUCATION**

**Georgetown University, Washington, DC** — Graduate Certificate, Leadership  
**Purchase College, SUNY, Purchase, NY** — Bachelors of Fine Arts