

David Panarelli

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Strategic product design leadership, MBA candidate

Experienced design facilitator, demonstrating concept to delivery leadership with key stakeholders while partnering closely with engineering and product. Versatile, seasoned design manager and mentor with over 20 years of experience in settings ranging from early stage startups, to mature product organizations, to consulting. Deep domain experience in ecommerce and fintech. 10 year track record of managing and scaling teams, while establishing key design org infrastructure to enhance customer understanding and drive an efficient Agile product development process. 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

UX Director & Strategist – Panarelli Consulting, LLC, Washington, DC

JUNE 2009 - PRESENT

Facilitated design process for clients resulting in refined product strategy

- Developed and executed UX product strategy working closely with stakeholders
- Agency clients: AKQA, EightShapes, ForumOne, GMMB, Mag7, Metajive
- End clients: Meijer, AARP, NSF, USPS, Cisco, United Way, GWU, Bank of America, HP

Director of Product Design – Creative Market, Remote

Jul 2019 - Jan 2022

Reviving the Product Design and Research practice for the premier design asset marketplace

- Nurtured productive growth mindset within the Product Design team through a focus on craft, infrastructure, and personal growth of team members
- Led ecommerce marketplace design strategy, lifting conversion over 40%
- Established remote-first product design and qualitative research practices
- Provided roadmap for design and development of Creative Market's design system, Spangle with minimal resources
- Leading and managing strategic and executional initiatives over multiple teams, including new product and business model launch
- Established team leveling, recruiting, and hiring approach
- Guiding career development for each member of the team through the use of long and short term planning tools and opportunities

Director, Design – Renovate America, San Diego, CA

Nov 2014 - Feb 2019

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

Delivered the following key 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

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%

Associate UX Designer – Wunderman, Washington, DC

JULY 2004 - JAN 2008

Supported UX design team developing personas, site maps, wireframes

ADDITIONAL POSITIONS

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

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

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

Speaker – “5 Core Principles of UX” 2015, UX Speakeasy, San Diego, CA; “Transitioning into UX” 2014, NOVA UX, Vienna, VA; “Managing Across Lean Teams” 2012, Lean Day UX, New York, NY; “Laid off? Go Solo” 2009, Ignite, Washington DC

EDUCATION

Boston University Questrom School of Business, Boston, MA — *MBA candidate '22*

Georgetown University School of Continuing Studies, Washington, DC — *Graduate Certificate, Corporate Executive Leadership*

Purchase College, SUNY, Purchase, NY — *Bachelors of Fine Arts*

