

DAVID PANARELLI

About →

San Diego, CA

david.panarelli@gmail.com

PRODUCT EXPERIENCE LEADERSHIP

Leading high-performing teams that
de-risk digital product ventures

PORTFOLIO

AI-driven business innovation →

McKinsey & Comapny

Special Projects & Design Leadership →

Independent Consulting

Up-leveling design team performance →

Creative Market

CASE STUDY: Leveling up Creative Market →

Enterprise platform leaderhsip →

Renovate America

CASE STUDY: Financing Clean Energy →

Leading in a scaling startup →

LivingSocial

DAVID PANARELLI

Digital Product Experience Leadership



AT A GLANCE

- Over 20 years of design experience, including 10+ years in leadership roles
- Enhanced strategic business expertise through recent MBA
- Recently focused on AI-driven platform design at McKinsey & Company
- Extensive experience in dynamic startup environments
- Located in San Diego, CA

WHAT I'M LOOKING FOR

An opportunity to impact business outcomes through:

- Design Leadership roles
- Special Projects, leveraging user-centered methods

Depending on the organization, a design leadership role could be called....

- Director of Product Design, VP Product Design
- Special Projects
- Venture Lead
- Fractional leadership engagements

AI-DRIVEN BUSINESS INNOVATION PLATFORM

McKinsey & Company

Leap
by McKinsey

Leap is McKinsey & Company’s service for launching new ventures.

McKinsey is elevating the Leap practice with the development of LeapAI, a platform that guides the creation of AI models specific to the context of the venture, then leverages a proprietary Generative AI workflow to accelerate venture innovation.

I joined the LeapAI team in Beta to develop a design strategy for global launch.

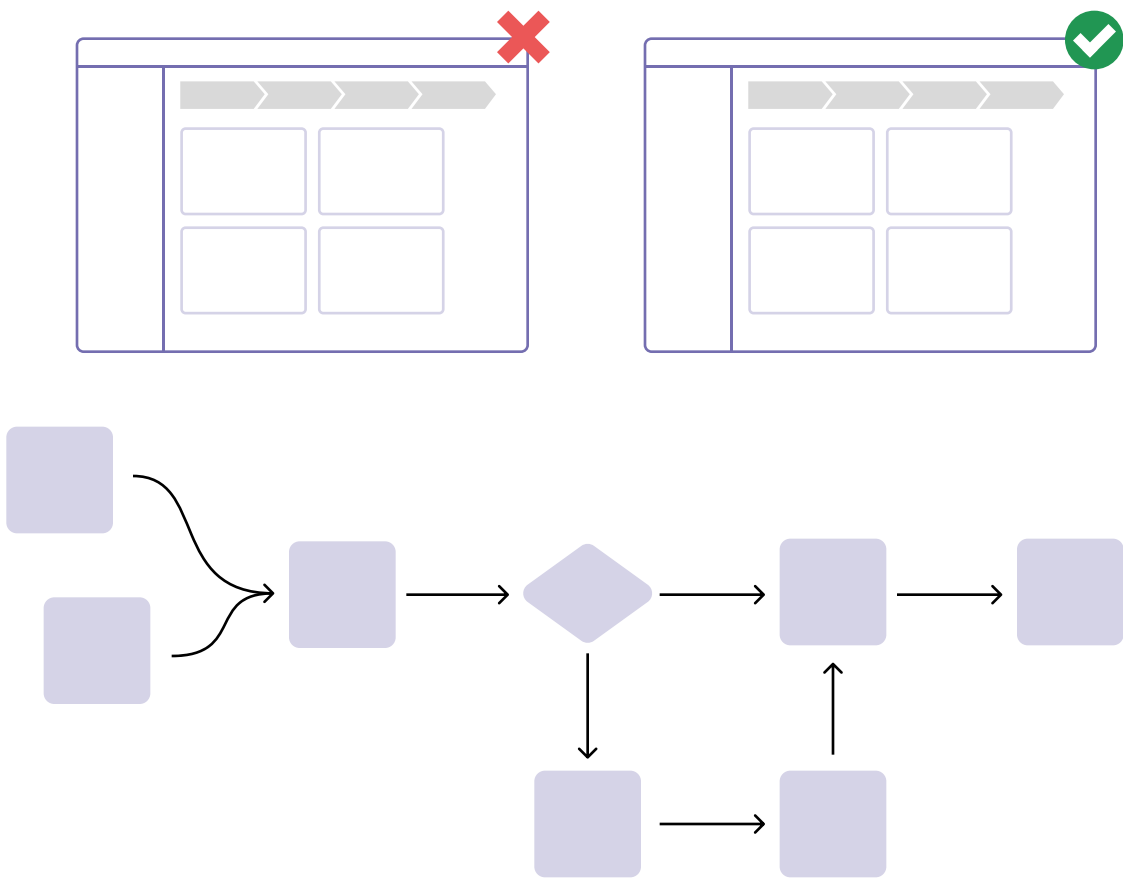


I conducted research remotely and in person

- contextual inquiry interviews
- facilitated workshops with clients

My research findings identified key opportunities to improve trustworthiness of AI outputs.

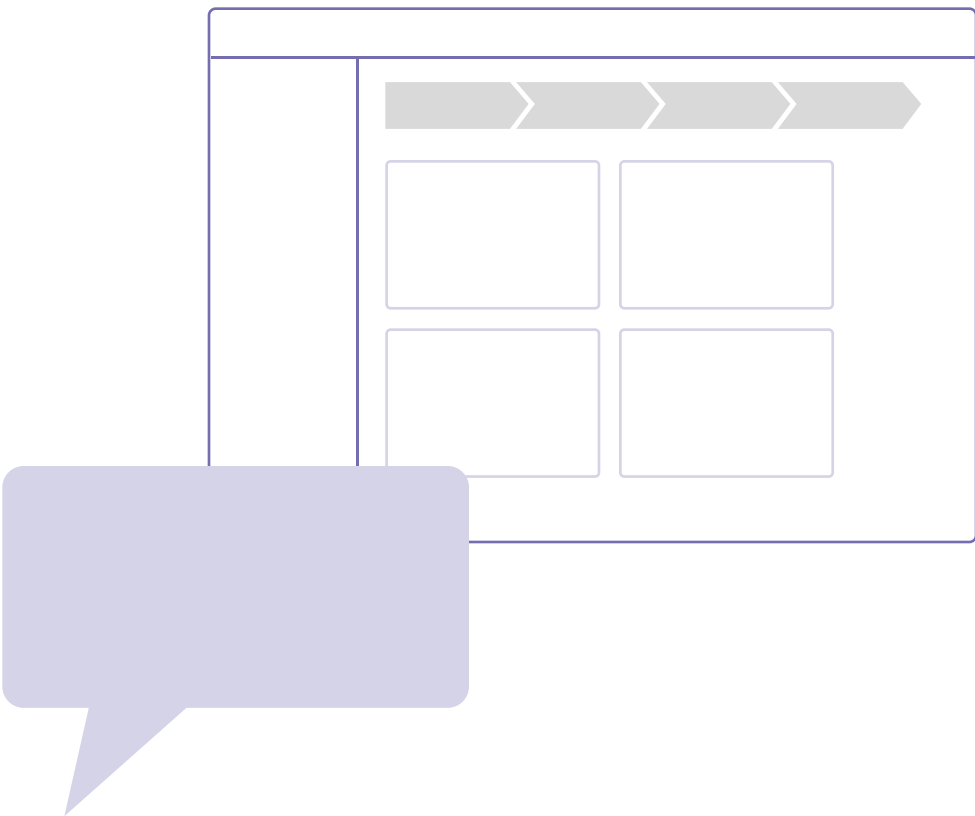
The strategy scoped areas for short term and long term improvements while identifying areas to innovate on the platform.



Worked directly with McKinsey partners and global stakeholders to implement the design strategy:

- created and validated prototypes
- facilitated feedback sessions with global stakeholders

Feedback was implemented with Engineering in advance of the LeapAI Global launch to McKinsey colleagues and clients.



LeapAI release saw swift global traction with colleagues and clients across industries:

- fast-casual dining in EMEA
- automotive in Germany
- Banking clients in Europe
- NGO pro-bono clients in LATAM (which I facilitated)

Experience and feedback was further leveraged to provide ongoing platform improvements.

UP-LEVELING DESIGN TEAM PERFORMANCE

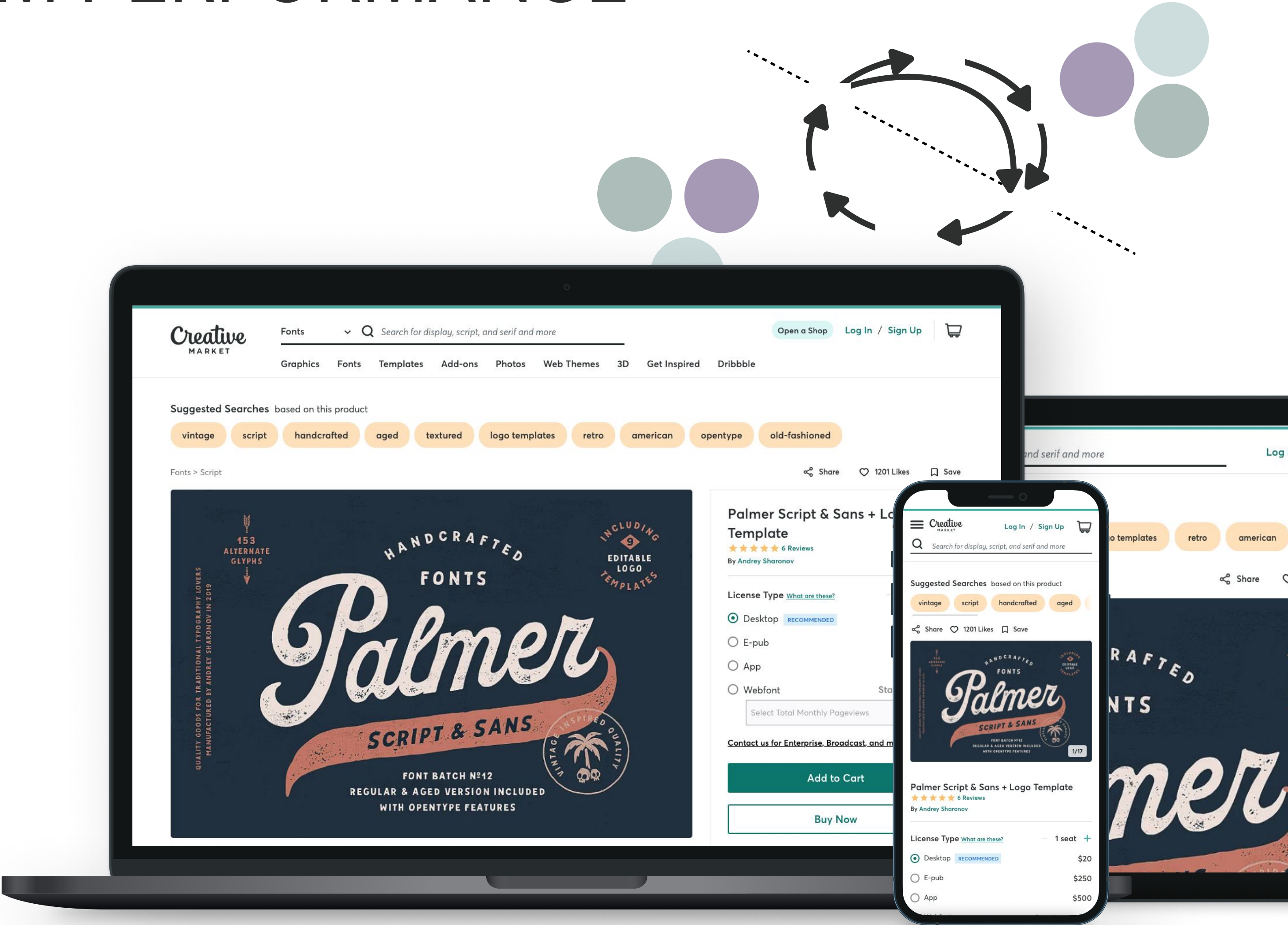
Creative Market

Creative Market was experiencing sagging sales on its digital marketplace. The Design team had suffered significant attrition and the site experience was degrading. I diagnosed team issues and stabilized the team by

- Analyzing the platform dynamics of the marketplace and determined where hiring would be the most effective
- Strategically growing the team with a Senior Product Designer and a Senior Design Researcher, establishing a qualitative research practice
- Establishing high-functioning design operations; team workshops, and 1:1s with each member of the team
- Guiding development of design system, Spangle

As a result of these practices and partnership with other collaborators, the Design team and Creative Market platform saw conversion improvements.

- Saved thousands annually through improved software licensing
- On-site conversion improvement of 40% through search and e-commerce experience
- Improved design practice velocity and elevated organizational maturity
- Engaged cross-functional stakeholders in engaging workshops such as sketching sessions and critique
- Developed guiding principles and values for the Design team



ENTERPRISE PLATFORM DESIGN AND LEADERSHIP

Renovate America

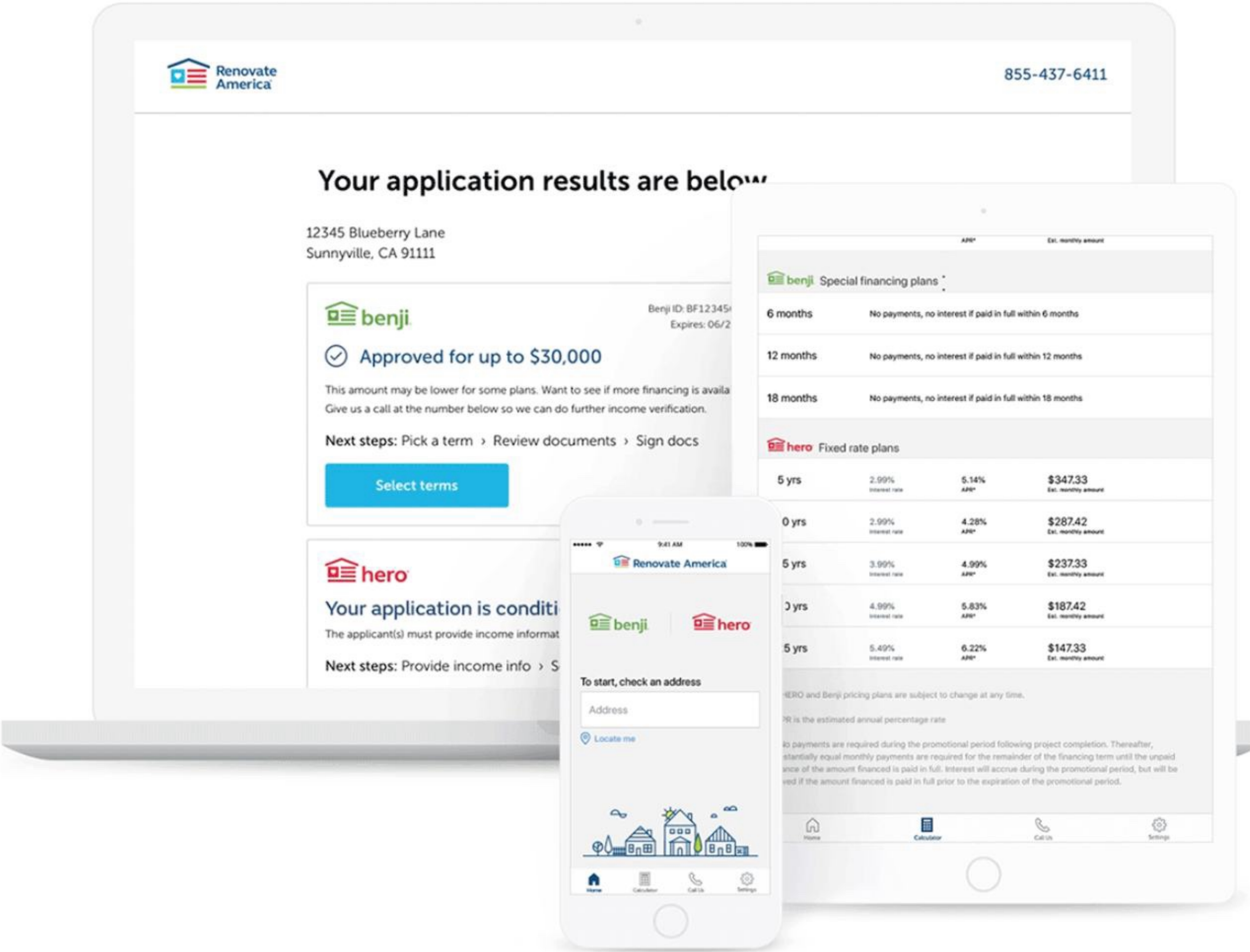
Renovate America was a home improvement lender, focused on PACE financing for clean energy and high efficiency projects.

I joined as a Senior Product Designer but stayed on to become the Director over Communication and Product Design.

- Designed the company’s flagship B2B enterprise lending platform
- Led discovery, prototyping, and design of first-of-its-kind combined financing application for PACE and traditional home financing
- Trained 20+ colleagues in user research
- Led a Design Sprint addressing dynamic changes in the PACE financing regulatory environment
- Standardized design operations for Product and Communication Design

Product Design became a competitive advantage against growing competition in a dynamic and emerging market.

- PACE financing reached \$2B in incremental funding growth within the following year across multiple states
- Greater share of wallet among key enterprise partners due to the flexibility of the mobile app’s loan application
- Greater collaboration and partnership with Product and Engineering



LEADING IN A SCALING STARTUP

LivingSocial

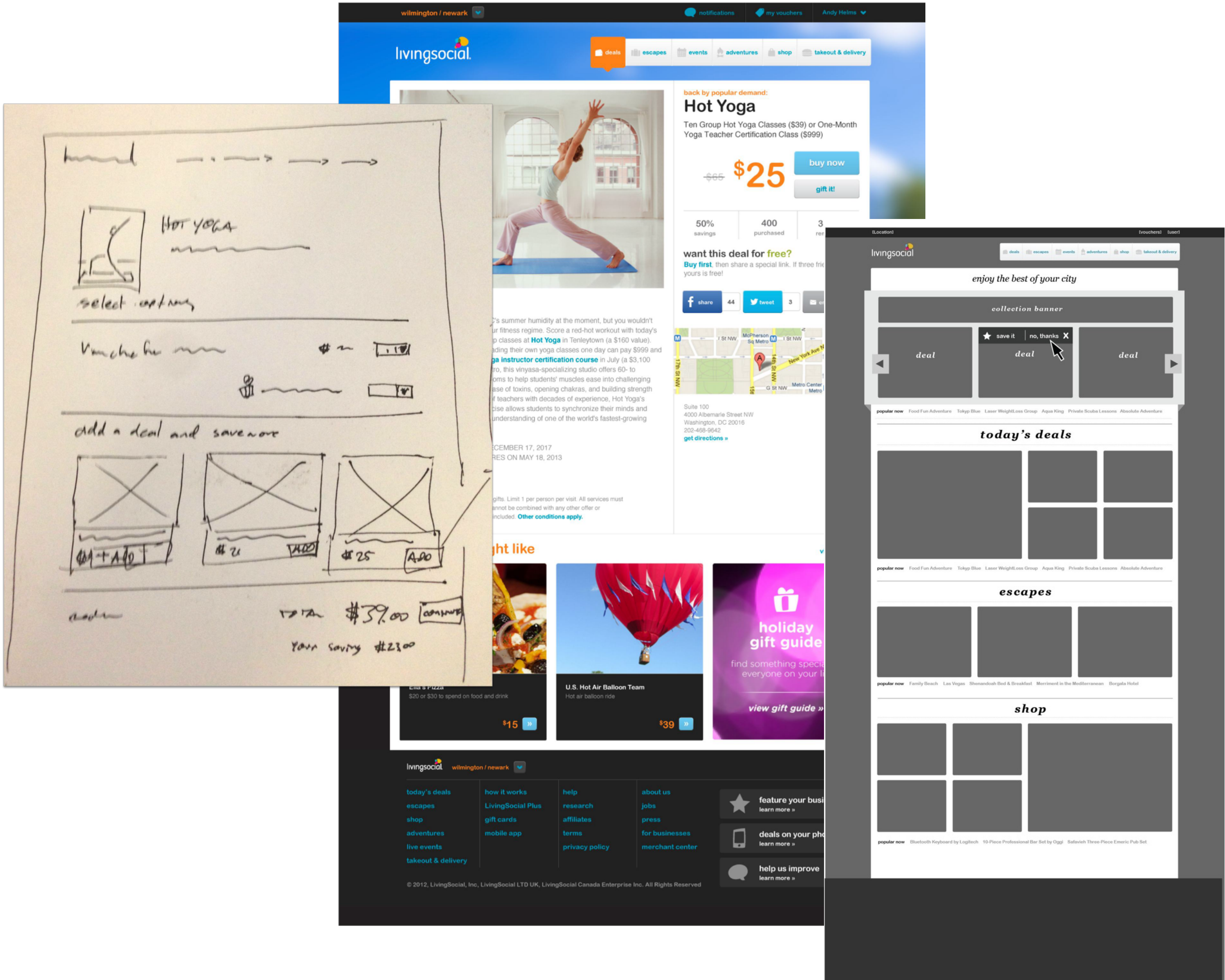
LivingSocial was a daily deal site that saw hockey stick growth to become one of the few ‘unicorn’ companies to come from Washington, DC.

As the Manager, User Experience, I was tasked with managing multiple teams and work streams while also delivering design optimization on the core platform experience.

- Launched bi-weekly user interviews before growing the practice for a new hire to lead
- Implemented simultaneous qualitative and quantitative research
- Optimizing the core e-commerce experience and information architecture of LivingSocial’s site
- Managed and mentored designers on the Merchant Experience (Enterprise B2B) team, along with summer interns

As a result of this approach, the team continued to to perform at exceptionally high levels as LivingSocial saw record-breaking growth

- Research methods delivered near-instantaneous customer insights and feature validation
- Increase the exposure of online inventory by 25%
- Converted interns into full-time employees



SPECIAL PROJECTS & DESIGN LEADERSHIP

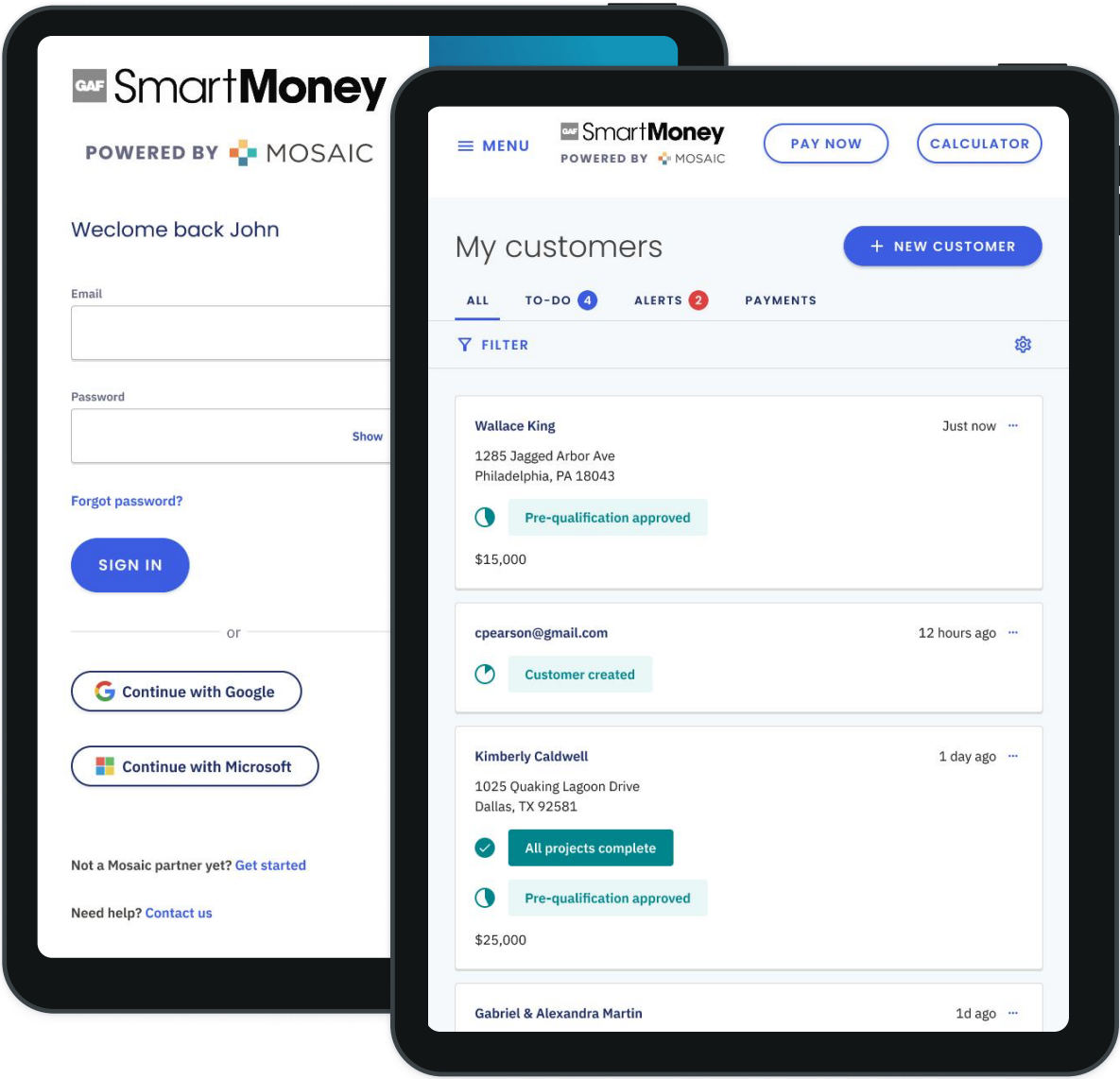
Independent Consulting

STRATEGY & SPECIAL PROJECTS



Strategic planning & workshop facilitation

Created and facilitated annual strategic planning for Mosaic Financial. Engagement included original research and facilitating workshops between Leadership and organization.



0-1 development of new business lines

Established a new payment platform for Mosaic Financial. Worked directly with Product leadership to implement user-centered design methods, find product-market fit, and refine business strategy.

STAFF AUGMENTATION



Designed innovative and comprehensive product experiences for a wide range of agency, enterprise, and startup clients

Joining existing teams, I can quickly contribute as a trusted, consistent member of a team and offer senior guidance when engaging with team members and end clients.