

*Joe Paganucci*  
*Senior Experience*  
*Designer*

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joeypags.net

EDUCATION

Savannah College of  
Art and Design  
2001 – 2003

Art Institute of Boston  
2003 – 2005  
BFA Graphic Design

SKILLS

Adobe Creative Suite  
Sketch  
Omnigraffle  
HTML/CSS  
Quartz Composer  
Microsoft Products  
Pivotal Tracker  
Trello  
Invision  
Art Direction  
Branding  
UX/UI Design  
Illustration  
Front-end Dev

CLIENTS

Coca-Cola, Nike, Kraft,  
OHSU, Subway Restaurants,  
Booking.com, Cadillac,  
HUMMER, TIAA-CREF,  
Napster, Lysol

HOBBIES

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

I am a senior experience designer with 10 years experience working on large and small teams to help produce large scale campaigns for multiple clients. I believe the best works comes through team collaboration and iteration and that people are at the core of every great idea and project.

EXPERIENCE

*Wieden + Kennedy, Portland, OR*  
*Senior Experience Designer — 2012 – Present*

Senior UX/UI Designer for multiple clients with a focus on mobile. Work closely with developers and producers to build innovation products and campaigns.

Senior designer and manager on two Coca-Cola Campaigns; worked closely with creative directors, art director, and UX leads to create fun and engaging digital components for the Super Bowl campaign. Lead designers on all digital components including banners, social skins, billboards and social assets.

Helped develop working digital design process within studio to help create more collaboration between designers and developers.

*MMB, Boston, MA*  
*Senior Interactive Art Director — 2011 – 2012*

Helped direct full-scale redesign of subway.com. Worked with creative director, clients, and UX director on all aspects of design and strategy of the site. Directed designers throughout project to create all secondary and tertiary page templates. Created brand guidelines for site including site elements and marketing elements. Main interactive art director on all new business pitches.

*Interactive Art Director 2010 – 2011*

Directed multiple interactive campaigns for Subway, lead redesign of MMB's website and was a core member on all new business pitches.

*Genuine Interactive, Boston, MA*  
*Interactive Designer — 2009 – 2010*

Worked closely with UX designers, developers, and motion designers on numerous site designs for national and local clients.

*Modernista, Boston, MA*  
*Art Director — 2007 – 2009*

Art director on multiple car launches for Cadillac including 2008 CTS, 2009 CTS Wagon, and 2010 SRX. Worked closely with all departments to launch a cohesive campaign for all car launches. Helped define brand guidelines for Cadillac and directed third party agencies based on our brand guides. Worked closely with photographers and directors on multiple car shoots for TV, print and digital assets.

*Studio Designer — 2005 – 2007*

Worked with creative directors and senior designers to build out a range of print mechanicals for clients including HUMMER, TIAA-CREF, Cadillac, and Napster. Worked with print producers to prep files for printers and publications. Worked closely with creative directors and art directors on numerous new business pitches.