

Joe Paganucci

Staff / Lead Product Designer

joepags@gmail.com | joeypags.net | [Portfolio](#) | Password: joeypags-PDX

I am a Staff / Lead Product Designer with experience leading 0–1 product design, AI-enabled product experiments, design systems, enterprise workflows, and consumer-facing experiences across Google, Nike, Ro, Netflix, and Wieden + Kennedy. I have a strong track record of partnering with product, engineering, and research to define strategy, launch new capabilities, improve operational efficiency, and drive measurable gains in usability, adoption, and conversion. I thrive on combining systems thinking, human-centered design, and strong product judgment to solve complex cross-functional problems at scale.

Selected Impact

Google

- **Material Assessment User Interface (MaUI):** Improved AI-based recognition of Material components and guideline adherence by **40% on 11 apps**, through multiple data-driven experiments..
- **MaUI MVP / GM3 Expressive assessment:** AI design system adherence tool reached **~75% component identification and guideline adherence across 20 Google apps** during the MVP phase.

Nike

- **Innovation iOS app:** Led the MVP experience for a remote running research study, helping onboard the first **100 participants** and scale to **500 athletes** for large-scale activity data collection.
- **Innovation signup flow:** Increased the app's **UMUX score by 30%** by simplifying athlete onboarding and reducing friction in the study sign-up.
- **Sport Research study setup tooling:** Improved study setup workflows by **5 days** for research teams.

Netflix

- **Custom ATS:** Improved candidate rediscovery rates by **20%+** by leading the product vision for a recruiting platform experience designed to help teams revisit candidate profiles.
- **ATS product improvements:** Helped drive **63% growth in ATS user sessions** through user interviews, concept testing, and product enhancements designed to improve recruiting workflows and ongoing platform usage.
- **Animation portfolio feature:** Contributed to **90% growth in animation sessions** after launching a bio and portfolio label feature that improved discovery and review of creative talent.

Experience

Google, Portland, OR

Senior Product Designer | October 2024 – Present

Designing adherence and adoption strategies, crafting component requirements from client use case needs, and AI-assisted assessment tools for the Material Design, helping Google ecosystem app teams implement GM3 Expressive more effectively.

Partner engagement / adoption metrics

- Partner with Google app teams to improve Material Design and GM3 Expressive components design adherence and code adoption through guidance, design feedback, and rollout communications.
- Collaborated with UXR to run desirability studies that helped teams build cross-functional alignment around component usage and product feature decisions on adopting GM3 Expressive components.
- Defined a product adoption scoring strategy with Program Management, UX Leads, and Engineering to create a more objective framework for evaluating implementation quality across app teams.

Component prioritization

- Translated partner team use cases, requests, and implementation feedback into component requirements that informed Material Design roadmap decisions.
- Helped scope and prioritize new expressive components, including a multi-aspect-ratio carousel and time picker, based on Google app team needs and product scenarios.

AI experiments

- Defined the PRD for the Material Assessment User Interface (MaUI), an LLM-based experiment focused on screen capture analysis and component recognition.
- Partnered with engineers on data-driven experiments that improved AI-based recognition of Material components and guideline adherence by **40% across 11 apps**.
- Established an eval set process using recall, precision, and accuracy baselines to guide experiment prioritization and support a path toward **80% confidence**.
- Reached approximately **75% component identification and guideline adherence across 20 Google apps** during the initial MVP phase through data-driven rapid experimentation.

Nike, Portland, OR

Senior Product Designer | April 2023 – October 2024

Led product design for Nike Innovation experiences supporting athlete participation in remote research studies and internal tooling for Nike Sport Research teams managing large-scale data collection.

Athlete-facing app

- Led design for the MVP Nike Innovation iOS app, onboarding the first 100 participants then scale to 500 athletes for a remote large-scale running data collection study.
- Introduced a Study Activity List based on qualitative feedback so athletes could better understand how their runs contributed to research, improving clarity and participation.
- Ran rapid-prototyping and UXR with athletes across 8 states to shape near-term product direction.
- Led a Nike Innovation app rebrand using the Nike Consumer Design System and collaborated closely with engineering to build custom components across web and iOS codebases.

Enterprise researcher tooling improvements

- Designed workflow improvements for internal Nike Sport Research tools used by researchers to manage remote studies and athlete data collection.
- Partnered with Product Management and Engineering to improve the study setup workflow by 5 days, reducing operational friction for research teams.
- Facilitated stakeholder workshops to define a research management automation strategy and MVP features focused on the most time-intensive phase of study management: recruiting.

Ro, New York, NY (Remote)

Staff Product Designer | April 2022 – February 2023

Led product and platform design initiatives focused on making lab results more understandable for patients and more usable for practitioners in a regulated healthcare environment.

- Led design for **v1 in-browser lab results**, including iterative concept exploration and usability testing.
- Developed health tracker concepts grounded in data visualization principles to help users better interpret changes in health data over time.
- Partnered with cross-functional teams to define and scope the practitioner lab results table and ran practitioner research sessions to better understand workflow needs.
- Collaborated with Legal, Risk, and Security to create a UXR logistics playbook that enabled designers to more independently run research in a regulated environment.
- Created a foundational Care platform design system with engineering leads and helped define the contribution process for new components.

BlueInGreen Digital, Portland, OR

Principal Product Designer | January 2021 – March 2022

Product Design Lead | February 2017 – December 2020

Served as a core product design leader across enterprise and consumer client engagements, driving product strategy, mentoring designers, and launching experiences that improved usability, engagement, and conversion.

- Grew the design team from **1 to 7** full-time and contract designers, providing coaching and design leadership across client engagements.
- Led the vision for a **Netflix ATS** experience that improved candidate rediscovery rates by **20%+**.

- Led the **0–1 MVP launch** of a production room management system for Netflix Original productions.
- Ran user interviews and concept testing that helped drive **63% growth in ATS user sessions** and **90% growth in animation sessions** after launching a bio and portfolio label feature.
- Defined the MVP UX strategy and product growth direction for **MyYoungLiving**, supported launches across multiple regions, and helped localize the experience in **15+ languages**.
- Contributed to a MyYL redesign that increased conversion to **3.25%**.

McKinsey & Company, Portland, OR

Lead Designer | January 2018 – July 2020

Senior Experience Designer | March 2017 – January 2018

Partnered with McKinsey Quarterly and internal teams to create interactive editorial experiences and repeatable publishing workflows that improved reader engagement on McKinsey.com.

- Collaborated with cross-functional teams to launch **McKinsey 5/50**, an interactive editorial experience built with design-driven tools.
- Designed interactive data visualizations using progressive storytelling techniques to make complex information more engaging and accessible.
- Worked with editorial, product, and engineering teams to integrate successful interactive concepts and data visualization practices into the broader content ecosystem.

Downstream Impact, Seattle, WA (Remote)

Product Designer | September 2018 – May 2019

Designed product features and foundational system improvements for a platform helping clients manage advertising revenue and allocation on Amazon.

- Collaborated with Product Management and engineering to design and launch new product features based on client feedback and business needs.
- Established a design system using existing React patterns to improve consistency and efficiency across the product.
- Refined color palette guidelines to improve clarity in chart-based data visualizations.

Wieden + Kennedy, Portland, OR

Senior Experience Designer | January 2012 – March 2017

Led digital experience design across major brand engagements, creating interactive campaigns, managing production workflows, and improving collaboration between design and development.

- Designed UI and interaction concepts for digital brand experiences, including character-based interfaces such as Needybot.
- Served as lead designer on multiple Super Bowl digital experiences.
- Managed budgets and coordinated multiple designers across large-scale campaign work.
- Established a more flexible workflow for transitioning projects from design into development.

For my full work history visit [my LinkedIn Page](#)

Education

Savannah College of Art and Design | 2001 – 2003

Art Institute of Boston | BFA, Graphic Design | 2003 – 2005

Nielsen Norman Group UX Certification | 2020

Core Skills

AI / Emerging Technology: AI product strategy, AI-assisted UX, LLM experimentation, prompt design, prompt engineering, AI evaluation, human-in-the-loop workflows, eval set definition

Systems Thinking / Product Design: Design systems, systems thinking, enterprise UX, SaaS platforms, mobile product design, responsive design, information architecture, journey mapping, data-informed design, rapid prototyping, usability testing, mixed-methods research, UX writing, content strategy, workflow design, product strategy, stakeholder alignment, workshop facilitation, people management, coaching and mentorship, roadmap definition, project management