

David Panarelli

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571.332.4120

## Résumé

### Overview

#### **User Experience Professional with a passionate and positive work style.**

I believe successful User Experience Design is a balance of three primary forces: user needs, business needs and innovative thinking. I consider it my role to use design practices as a conduit among these forces. I take strides to establish an empathetic connection with users and stakeholders, and leverage these findings as guiding principles throughout any project. I work comfortably and successfully on teams of C-level executives, interactive designers and software developers in product and service environments alike. I aim to take my skills and experience to the next level with new challenges in a collaborative, agile environment.

### Experience

AKQA, Washington, DC

#### **Interaction Designer** (contract) • June 2009 - Present

Standardized a variety of interaction models for use in eCommerce and Customer Support portions of redesigned USPS.com

Leveraged internal USPS research to develop and refine experience strategy for new USPS.com Customer Support Center

Designed interface and interaction framework for Search interface of new USPS.com Customer Support Center

Created content templates for use across the new USPS corporate site

Delivered robust, annotated wireframes that helped achieve buy-in from stakeholders across a wide array of disciplines and business interests

Quickly adapted to AKQA's robust standards for documentation

CustomInk.com, Mclean, VA

#### **Interaction Designer** • January 2008 - May 2009

Redesigned the process for customers to upload their own artwork to their designs, a feature used by 40% of users

Led research and design efforts for a new e-commerce checkout system, accommodating hundreds of orders per day by internal and external users

Designed a robust interaction model that merged two rich Internet applications into one, accommodating a wide variety of customers

Infused UX methodology into a data-driven, agile development environment

RTCRM, Washington, DC

#### **Associate User Experience Designer** • April 2007 - January 2008

Following promotion, worked with Fortune 100 clients to deliver Web properties focusing on data capture, retention and conversion, while maintaining high standards of user experience

Developed personas, use cases and task flows to synchronize business objectives with existing and desired user behavior

Advised staff at all levels on interactive technology, while stimulating company-wide participation in blogging and Flickr photostreams on rtrcm.com

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RTCRM, Washington, DC

**Associate Art Director, Production Designer** • July 2004 - April 2007

From concept to completion, built targeted creative material for the ongoing campaigns of clients, especially Abbott Laboratories and Time Warner Cable

Provided presentation-grade print comps for a large volume of client deliverables

Handled mechanical preparation for print materials ranging from note pads to billboards and dimensional promotions

Feld Entertainment, Inc., Vienna, VA

**Graphic Artist** • September 2002 - July 2004

Created a wide variety of print and Web advertising, using supplied artwork, for the *Ringling Bros. and Barnum & Bailey Circus* and *Disney On Ice*

Managed the imprint production of all print advertising for *Disney On Ice Presents Disney/Pixar's Monsters, Inc.*

*Education*

Bachelor of Fine Arts, Graphic Design

State University of New York, Purchase College, Purchase, NY

Graduated Cum Laude

*Skills*

Proficient with OmniGraffle, Adobe Design applications, Mac OS X platform  
Experience with Acrobat, Microsoft Office, WordPress  
Understanding of HTML, CSS (self-teaching)

*Conferences*

June 2008 - UX Intensive; Minneapolis, MN

April 2008 - MX, Managing Experience; San Francisco, CA

February 2008 - eRetailer; Miami, FL

August 2007 - UX Week; Washington, DC

March 2007 - SXSW Interactive; Austin, TX

*Blogging*

**@ux\_dc**

**A Twitter feed specifically for the User Experience Design community of the greater Washington DC Area. The tweets for this feed are made up of curated links to events, jobs, and other items of interest to a UX audience.**

**rtrcm.com/blog**

Led RTCRM's executive staff through the process of starting and maintaining a blog that acts as a showcase for the intellectual capital of the agency

**openthewindow.net**

Writings on conferences, interfaces, design process, and web culture, interspersed between the latest updates on my daughter. Received press coverage on Washingtonpost.com, DCist.com and PBS's Mediashift for 30-day Digital Media Experiment

*Interests*

Blogger, photographer, amateur gastronome, on-track announcer for the DC Rollergirls