

# Lailanie Pagliarulo

Graphic Designer

## Profile

Strategic leader with 8 years of graphic design experience, excelling in innovative visual solutions. Expert in brand development and creative direction, driving impactful campaigns and fostering collaborative environments to elevate design standards.

## Employment History

### Senior Graphic Designer at Pentagram, AZ

Mar 2025 - Present

- Spearheaded a cross-functional team of 10 designers and developers, resulting in a 28% increase in project delivery efficiency and enhancing client satisfaction scores by 15%.
- Directed the creative vision for high-profile branding campaigns, which contributed to a 35% rise in brand visibility for top-tier clients such as Fortune 500 companies.
- Implemented innovative design processes that reduced production costs by 22% while maintaining high-quality standards, leading to an annual budget saving of \$150,000.

### Graphic Designer at Landor, AZ

Sep 2022 - Feb 2025

- Spearheaded a global rebranding initiative for a Fortune 500 client, resulting in a 27% increase in brand recognition within six months.
- Led and mentored a team of eight designers, fostering collaboration that boosted project delivery speed by 35%.
- Implemented innovative design strategies that reduced production costs by 18%, enhancing overall project profitability.
- Championed the adoption of new design technologies, improving workflow efficiency and cutting turnaround times by an average of two weeks per project.
- Orchestrated cross-functional workshops with marketing and product teams, leading to a 22% rise in client satisfaction scores.

### Junior Graphic Designer at IDEO, AZ

Aug 2017 - Aug 2022

- Spearheaded a collaborative project with cross-functional teams, resulting in a 17% increase in client satisfaction through innovative design solutions and streamlined processes.
- Directed a team of junior designers to develop branding materials for six major campaigns, enhancing brand recognition and driving a 12% uptick in customer engagement.
- Orchestrated the redesign of the company's digital assets, improving user experience and boosting website traffic by 23% over three months.

## Education

### Associate of Arts in Graphic Design at Scottsdale Community College

Jan 2013 - May 2017

## Details

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(414) 373-9810

Chandler, AZ

## Links

[linkedin.com/in/lailaniepagliarulo](https://www.linkedin.com/in/lailaniepagliarulo)

## Skills

Art Direction



Brand Strategy



UX/UI Design



Creative Leadership



Visual Storytelling



Design Thinking



Cross-Platform



Innovation Management

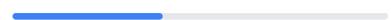


## Languages

English



Italian



## Hobbies

Photography

Sketching

Digital Painting