

Liza Pagano

Creative Director

Brooklyn, NY



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Brand director with 20 years of experience in design and strategy, working with arts + cultural institutes, mission-based non-profits, digital products and consumer goods. Focused on developing foundational stories that bring depth and meaning to brands.

Key accomplishments

- Rebrand of JSTOR. Strategically led an in-house 5 person team, composed of designers and copywriters, to redesign all aspects of JSTOR's brand—changing users' perception of JSTOR from a research database to a diverse teaching and learning service.
- Creation of a design system for JSTOR. The design system, Pharos, has resulted in more consistency and efficiency in the design and development of the JSTOR product with approximately 10 hours of design time saved per week.
- Helped increase employee satisfaction by 10% on the annual employee engagement survey by developing ITHAKA's organization's values and accompanying visual brand.
- Created a series of t-shirt designs for New York City's Central Park Conservancy which are still in production and sold in their gift shops 15 years later.

Areas of expertise

- Brand strategy
- Presentation development with a narrative approach
- Creating and maintaining brand systems
- Recruiting and growing design talent
- Naming and nomenclature systems
- Project planning and management
- Directing photo and video shoots

Professional experience

JSTOR / ITHAKA New York, NY Jan 2022 - present
Director of Brand + Creative

- I lead the 5 person brand team. We are strategists, designers, and writers – developing brand strategy, creating all marketing and communication materials, and are accountable for the success and longevity of our work.

Creative Director Jan 2020 - Jan 2022

- Leveled up the product and brand design work by hiring and growing a team of brand designers and mentoring product designers.
- Developed ITHAKA's employer brand and redesigned ITHAKA.org cultivating an 18% increase in applicant submissions.

Professional experience

JSTOR / ITHAKA New York, NY
Art Director

Jan 2018 - Jan 2020

- Updated the JSTOR logo to work in all digital contexts while retaining the overall look and feel of the heritage identity.
- Redesign of JSTOR Daily, JSTOR's online magazine, aligning and strengthening the overall JSTOR brand experience.

Senior Designer

Mar 2014 - Jan 2018

- Built a proprietary library of photographs that are still in use today by organizing and directing photo shoots.
- Developed the JSTOR Art project initiative which commissioned artists to create their interpretation of the JSTOR brand as a poster.

Asia Society NY, NY
Art Director

July 2013 - Dec 2013

Worked on the historic Iranian Modern exhibition, developing all museum graphics with the exhibition's 30 foot outdoor display banner being the most prominent.

Freelance Art Director NY, NY

Sept 2011 - June 2013

Interactive and print work for clients including Avon, Bumble & Bumble, Central Park Conservancy, Museum of Modern Art, National Wildlife Foundation, New York Council for the Humanities, Thomson Reuters, Wave Hill.

HBO NY, NY
Senior Designer

May 2007 - Aug 2011

Launched the HBO streaming platform with continuous development and execution of designs for web and mobile applications.

Razorfish NY, NY
Senior Designer

Oct 2004 - April 2007

Designed and developed pitches, presentations, and websites, for clients including Ann Taylor, Wrigley, Ford, and Kodak.

Education

Parsons School of Design
BFA, Visual Design

Awards + achievements

- Developed a framework and process for ITHAKA to hire diverse vendors and suppliers as a member of the diversity and equity subcommittee.
- Central Park tee-shirt designs featured in the book 200% Cotton - New T-Shirt Graphics.
- Winner outstanding websites How Design Magazine for Revlon Garnier Fructis, 2004 and MoMA Open Ends exhibit, 2001.