Antonio Passariello
Senior Product Designer

apcreates.com ↗
989-971-7545
ap@apcreates.com

Summary

Results-driven Senior Product Designer with 7 years of experience leading end-to-end UX projects for enterprise applications. Skilled in collaborating with cross-functional teams and leveraging UX methodologies to design digital products, with a track record of driving user growth and revenue.

Experience

Lead UX Designer

Tern Software, Remote   Jan 2023 - Current

- Guided business stakeholders in aligning goals and customer needs through strategic journey mapping and ideation sessions, optimizing end-to-end workflows

- Led end-to-end design process for various product features, resulting in a significant growth to 1100 active users and generating over $300K in ARR in the first year

- Developed visually stunning and user-centric interfaces, pivotal in supporting the company's successful $3.8 million seed-round fundraising

- Enhanced customer experiences by quickly implementing product strategy and user feedback, driving notable improvement

- Built and managed a design system, and collaborated with the lead engineer to implement a UI library from the ground up, 21 component categories in 11 months

UX Designer

Workforce Software, Livonia, MI   Feb 2022 - Jan 2023

- Collaborated with cross-functional teams to redesign and implement product features for new enterprise workforce management software in Agile environment

- Conducted discovery research and user testing sessions for two product areas, uncovering 14 usability issues and actionable opportunities to enhance overall product experience

- Drove the expansion of design system patterns and documentation in Storybook and Zeroheight, resulting in improved design consistency and efficiency across various products

Skills

User-centered design
Experience Mapping
Wireframing
Prototyping
Design Systems
Visual Design
Responsive Web
Usability Testing
Material Design
Agile
WCAG
HTML/CSS

Tools

Figma
Storybook
Zeroheight
JIRA
Miro
Useberry
Adobe CC

UX & UI Designer
JJ Keller & Associates, Remote   Feb 2020 - 2022

- Conducted stakeholder interviews to align on objectives and transform complex service requirements into actionable UX strategies and sprint work, enhancing workflow efficiency

- Led the redesign of a legacy web-app using modern UX/UI frameworks, boosting user engagement by 23% and enhancing overall usability

- Created prototype concepts and collaborated with research teams to conduct evaluative research sessions, validating and refining UX design concepts for optimal user experience

- Established a design system in Figma and collaborated with engineers on seamless implementation, ensuring design consistency and efficiency

UI & UX Designer (Contract)
Gordon Food Service , Grand Rapids, MI   Jul 2018 - Feb 2020

- Collaborated with cross-functional Agile team to design new enterprise, B2B e-commerce platform for 100,000 U.S. and Canadian customers

- Delivered user-centric design solutions and presented compelling user flows and prototypes to stakeholders, driving the alignment of WCAG compliant, UI designs with business objectives

- Advocated for customer-driven enhancements, leading to the implementation of several new improvements tailored to user needs

- Advocated for design system improvements to streamline project workflows and create scalable visual design assets, contributing to a 15% enhancement in design system performance

Education

UX Design Certification
General Assembly, Chicago, IL   May - Jun 2017

Bachelor of Science, Electrical Engineering Technology
Michigan Tech. University, Houghton, MI   Aug 2010 - May 2015

Certificates
Human Computer Interaction
Interaction Design Foundation   Feb - Dec 2019

Soft Skills

Organized and manages time well

Collaborates well with engineering

Adaptable to challenging constraints

Business Impact mindset

Leadership