

Antonio Passariello

Senior Product Designer

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Experience

Senior UX Designer (Contract)

AF Group, Remote

Oct 2024 - Jan 2025

- Partnered closely with product and stakeholders to understand business goals, product ecosystem, and gather requirements for redesign of key, customer portal
- Conducted comprehensive user journey analysis with internal interviews, identifying 3 key opportunities to enhance self-service experience across product lines
- Advocated for and implemented quantitative data analysis tool, enhancing visibility into customer pain points and enabling proactive issue resolution

Lead Product Designer

Tern Software, Remote

Jan 2023 - Jul 2024

- Facilitated strategic journey mapping and ideation sessions with teams, resulting in end-to-end workflow efficiency and increased stakeholder alignment
- Drive end-to-end design process for several product features, resulting in 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
- Spearheaded the creation/evolution of design system and UI kit, resulting in 21 component categories built and faster product development cycles

UX Designer

Workforce Software, Livonia, MI

Feb 2022 - Jan 2023

- Led cross-functional collaboration to design and implement key features for enterprise workforce management software, resulting in increased user productivity
- Conducted discovery research and user testing sessions for two product areas, uncovering 14 usability issues and actionable opportunities to enhance overall product experience
- Drove expansion of design system patterns and documentation in Figma and Zeroheight, resulting in improved design consistency and efficiency across various products

UX & UI Designer

JJ Keller & Associates, Remote

Feb 2020 - 2022

- Transformed complex service requirements into actionable UX strategies, leading to a 25% increase in sprint productivity and enhanced 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 and refined UX design concepts in Figma for evaluative research and increasing user task completion and overall product usability.

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, user flows and prototypes to stakeholders, driving the alignment of WCAG compliant, UI designs with business objectives
- Spearheaded customer-driven enhancements, resulting in implementation of 10 key improvements that increased user satisfaction

Skills

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

Tools

Figma
Storybook
Zeroheight
JIRA
Miro
Adobe CC

Certificates

Human Computer Interaction
Interaction Design Foundation
Feb - Dec 2019

Education

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

B.S., EE Technology
Michigan Tech. University, Houghton, MI
Aug 2010 - May 2015