

ANTONIO PASSARIELLO

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SUMMARY

Senior UX/UI Designer with 8 years leading end-to-end design processes for B2B SaaS platforms across startups and enterprise orgs. Expertise in driving design from concept to launch through rapid iteration cycles, translating business objectives and customer insights into design strategy and workflows and fostering a collaborative spirit during SDLC. Combines user research skills with system thinking to deliver intuitive, scalable solutions that drive measurable business impact, including product design that generated \$300K+ ARR in first year.

SKILLS

Design & Research:: UX/UI Design, Interaction Design, Information Architecture, Wireframing, Prototyping, User Research, Usability Testing, Data-Driven Design, WCAG (Accessibility), Design Systems

Leadership & Team: Cross Team Collaboration, Leadership, Conflict Resolution, Communications, Best Practices Development, Presentations

Product: Agile Methodologies, Roadmapping, Prioritization, Iterative Planning, Product Analytics

Tech & Tools: Figma, Sketch, Adobe CS, JavaScript, CSS, HTML, Storybook, Jira, Material

EXPERIENCE

Freelance Designer

Remote, US

Feb 2025 - Present

After impacted by a RIF, my focus is:

- Providing fractional design services to startups, delivering digital product design and branding solutions to support critical business outcomes
- Leveraging AI tools in UX workflows to enhance design efficiency and build functional prototypes

Senior UX Design (Contract)

AF Group, Remote, US

Oct 2024 - Jan 2025

- Partnered closely with product and stakeholders to define business goals and product requirements for customer portal redesign
- Conducted comprehensive user journey analysis and internal interviews, identifying 3 key self-service enhancement opportunities
- Advocated for quantitative data analysis implementation, improving customer pain point visibility and enabling proactive issue resolution

Lead Product Designer

Tern Software, Remote, US

Jan 2023 - Jul 2024

- Led end-to-end design process from problem definition to execution and refinement for core product areas from 0 to 1, resulting in 1100 active users and generating over \$300K+ in ARR
- Facilitated journey mapping and ideation sessions with founders, creating end-to-end product experiences and driving alignment across team
- Spearheaded creation and maintenance of design system specs, collaborating with engineering to build 21 UI components for rapid development cycles

- Operated on weekly sprint cadence, delivering scoped solutions to PM and engineering teams for implementation and iterating quickly based on customer feedback
- Delivered stunning, user-centric interfaces pivotal in securing \$3.8M seed funding & other startup growth outcomes

Lead Product Designer

Workforce Software, Livonia, MI

Feb 2022 - Jan 2023

- Led cross-functional collaboration to design and implement key features for enterprise workforce management software
- Conducted user research and testing across multiple product areas, uncovering 14 usability issues and opportunities to enhance product experience
- Drove design system expansion with new patterns and guidelines, improving design consistency and efficiency across product ecosystem

UX/UI Designer

JJ Keller & Associates, Remote, US

Feb 2020 - 2022

- Led design transformation of legacy web-application with modern design frameworks, boosting user engagement by 23%
- Transformed customer feedback and complex business requirements into UX strategies & execution, leading to 25% increase in productivity
- Created and refined design concepts from user research & usability testing to increase user task completion and overall usability

UX/UI Designer (Contract)

Gordon Food Service, Grand Rapids, MI

Jul 2018 - Jan 2020

- Collaborated with cross-functional agile team to design enterprise B2B e-commerce platform for 100,000+ customers on web and mobile devices
- Delivered user-centric, WCAG compliant design solutions that aligned business objectives with user needs
- Implemented 10 customer-driven enhancements through iterative design and testing, significantly improving user satisfaction

EDUCATION & CERTIFICATES

Human Computer Interaction Certificate

Interaction Design Foundation, 2019

UX Design Certificate

General Assembly, 2017

B.S., Electrical Engineering Technology

Michigan Technological University, 2015