Anthony Balsamo

antbalsamo.com | antbalsamo@gmail.com

Senior Product Designer driving measurable impact across enterprise B2B SaaS and AI-powered platforms. I've led scalable design system initiatives that increased conversions by 30%, redesigned workflows that reduced task time by 30%, and built and deployed my own SaaS product end-to-end.

Grounded in both engineering principles and product design, I architect scalable systems that translate complex challenges into intuitive user-centric solutions.

Experience

Senior UX Designer @ American Residential Services   April 2025 - Present

- Architected and launched a scalable multi-brand design system across 20+ ARS websites, enabling Engineering to consolidate into a **unified codebase**, achieve WCAG/ADA compliance, and **increase CTA conversions by 30%** with **100% positive A/B validation**.
- Developed a UI library with detailed component specifications, **streamlining designer–developer workflows** and reducing inconsistencies, establishing a foundation for long-term UX scalability at ARS.

Product Designer @ Willow   Dec 2021 - Oct 2024

- Led redesign of core product workflows, **reducing time-to-action for key user tasks by 30%** and **increasing overall product usage**.
- Provided workflow-driven UX insight on Willow Copilot, a conversational AI agent powered by LLMs and Knowledge Graphs, **guiding how Facility Managers engage with the AI agent** for diagnostics and increasing user trust in AI-assisted workflows.
- Designed workflow enhancements that contributed to major enterprise client renewals and expanded contract value.
- Led the Notification System feature, enabling passive team coordination and reducing manual follow-ups by **40%**, improving operational efficiency.
- Revamped the Insights UI with a card view design, **increasing feature adoption by 32%** and earning positive feedback from non-technical users **across 15+ client demos**.
- Conducted external discovery workshops with enterprise users, **uncovering actionable opportunities** projected to unlock **up to 250K in annual operational savings**.

Senior Motion Graphics Designer @ JLL   Aug 2018 - Dec 2021

- Produced high-quality video content to market assets for high-profile commercial real estate clients and deal pursuits with a **combined value of $500 million**.
- **Held bi-monthly courses** for regional design teams, covering motion graphic design tailored for Graphic Designers interested in expanding their skill set.

Independent Projects

Founder & Product Designer - MyRescues   Nov 2025 - Present
- Designed and developed a Linktree-style SaaS platform for animal rescue fosters, owning end-to-end product design from user research and Figma prototyping through React/TypeScript implementation, supported by a custom design system built on Tailwind CSS.
- Established a scalable component architecture and token-based design system in Figma, translating Auto Layout patterns directly into code (Flexbox/Grid + gap) to maintain 1:1 design–dev fidelity across mobile and desktop.
- Built features including customizable foster landing pages, dynamic application forms, and an analytics dashboard

Education
- Bachelor of Arts: New Media Studies at Florida Atlantic University, Boca Raton, Florida
- [CS50x Certificate from Harvard University](#)

Skills
- Software Skills
  - Figma, Sketch, Adobe Suite, Visual Studio Code, HTML / CSS, JS, JSX, React, Tailwind, C#, Unity, ChatGPT, Claude, Cursor
- Technical Skills
  - Data-driven Design, Growth Design, Design Systems, Data Visualization, Prototyping, Workshops, UX Design, Human-Centered Design, User Testing, Mapping, User Research, Handoff, 0 to 1 Products, SaaS, B2B Enterprise, LLMs, AI
- Soft Skills
  - Product Thinking, Design Process, Design Strategy, Communication and Transparency, Collaboration, Mentorship