

# Anthony Balsamo

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[antbalsamo@gmail.com](mailto:antbalsamo@gmail.com)

Senior Product Designer specializing in building scalable design solutions for both enterprise platforms with AI integrations and consumer experiences. With 4+ years of experience, I bring a strong balance of user empathy, technical understanding, and cross-team collaboration to deliver products that drive long-term business value.

## Experience

### UX Designer @ American Residential Services

April 2025 - Present

- Redesigned 20+ branded websites across the ARS Network into a scalable design framework, empowering Engineering to unify them into one code base, improving accessibility (WCAG/ADA), and driving a **30% increase in CTA conversions** with **100% positive feedback in A/B testing**.
- Built and launched a Design System that serves as the foundation across ARS's B2C web presence, enabling consistent UI, **faster development cycles**, and long-term scalability.
- 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 the Workflows design and redesigned key product workflows to streamline how users act on insights, improving efficiency and contributing to **higher engagement and satisfaction**.
- 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, maintenance, and daily operations, **aligning Copilot's design with real-world use cases**.
- Designed high-impact features that **secured major client renewals**, including portfolios **valued at \$30B and \$800B** across Airports, Commercial Real Estate, and Retail sectors.
- Led the design process for the Notification System feature, **enhancing product value** and enabling admins to streamline team communications with passive notifications, significantly **improving operational efficiency**.
- Modernized the Insights feature interface with a card view layout, **driving 32% adoption growth** and positive feedback across more than 15 product demos.
- Conducted external Discovery and Research Workshops with users from key clients, **uncovering actionable use cases** and opportunities to improve workflows.

- 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.

## 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