Anthony Balsamo

Senior Product Designer

👤 Profile

I design creative and delightful experiences into scalable products. I have a background in visual design and professional experience designing and building digital products.

💼 Experience

UX Designer (Freelance) at American Residential Services , Remote

March 2025 — Present

- Building a token-based Design System to enable a scalable, consistent front-end UI across all 20+ branded websites.
- Redesigning the UI/UX of all organic and legacy branded sites to unify all of their UX with the new paid search and paid social landing sites.
- Creating a UX and Human Centered Design presence at ARS through introducing UX workshops, research practices, and workflows.

Product Designer at Willow Inc., Fort Lauderdale, FL (Remote)

December 2021 — September 2024

- Improved workflow efficiencies across users, resulting in a 120% growth of active users and increased user engagement following milestone releases.
- Planned and led external Discovery and Research Workshops with users across five key customers by leveraging appropriate UX mapping methods and tools for data capturing and synthesis.
- Designed successful user-centric improvements to the core product workflow, fostering adoption, usage, and user satisfaction by strong collaboration of Product and Engineering with the Rules Engine Team.
- Delivered new features that were crucial to securing contract renewals from the largest customers, including those with portfolios worth over $30 billion and $800 billion in the Airports, Commercial Real Estate, and Retail industries.

Senior Motion Graphics Designer at JLL, Chicago, IL

June 2018 — December 2021

- Produced high-quality video content for high-profile clients and pursuits with a combined value of $500 million.
- Held bi-monthly courses for regional design teams, covering motion graphic design tailored for beginners.

🎓 Education

Bachelor of Arts: New Media Studies at Florida Atlantic University, Florida Atlantic University, Boca Raton, Florida

August 2012 — May 2016

Details

Fort Lauderdale, FL

+1 954 234 3133

antbalsamo@gmail.com

Links

Portfolio

GitHub

LinkedIn

CS50x Certificate from Harvard University

Skills

Human-Centered Design

User Experience Design

User Research

User Testing

User Flows

Journey Mapping

Empathy Mapping

Impact Effort Mapping

Low-Fidelity/High-Fidelity Design

Wireframing

Rapid Prototyping

Workshops

Design Systems

Figma

Information Architecture

C#

React

JavaScript

HTML & CSS

Adobe Creative Suite

Unity