

ANTONIO GENTILE

SENIOR PRODUCT DESIGNER

Austin, TX // antonio.d.gentile@gmail.com // AntonioGentile.com (PW: pepper)

WORK EXPERIENCE

Lead Product Designer, Project Apollo (Mariner Logistics)

Feb 2024 – present

Project Apollo is an innovative freight planning tool that streamlines the movement of goods across the country. As lead product designer, I worked closely with product managers and engineers to understand user needs, develop intuitive interactions that align with users' mental models, conduct usability testing, gather and analyze user feedback, and deliver accessible design solutions. Due to layoffs in July 2024, my role was converted to part time hourly contract.

MAIN RESPONSIBILITIES

- Collaborate with product managers to address both user needs and business objectives
- Plan and facilitate user research activities, including discovery research, usability testing, card sorting
- Design and hand off accessible user flows that align with users' mental models and consider technical constraints
- Own the design system, ensuring all components were accessible, consistent, and contain proper documentation

Senior Product Designer, Paper Education

Sep 2021 - Oct 2023

Paper is an edtech company focused on building lifelong confidence in K-12 students. As a senior product designer, I collaborated with product managers and engineers to shape product strategy and turn research into practical, accessible solutions. I designed for students, teachers, and administrators, ensuring a seamless experience across web and mobile platforms. Position ended in Oct 2023 due to layoffs.

MAIN RESPONSIBILITIES

- Design for both responsive web and mobile app (iOS and Android)
- Conduct design workshops and user research activities (moderated and unmoderated usability testing, on-site discovery research)
- Create user flows taking into account technical limitations and edge cases
- Paper's 'Origami' design system lead. Ensuring all new/edited components are fully responsive, accessible, consistent and contain proper documentation
- Collaborate and share work frequently with members of the design team to receive constructive feedback and ensure consistency through the use of design critiques

Product Designer, Watermark Insights

Mar 2021 - Sep 2021

Watermark provides software solutions to higher education institutions, supporting assessment, accreditation, and curriculum development. As a product designer, I worked with product managers and engineers to define user goals, design interactions, and conduct user testing.

Product Designer, Keller Williams Realty, Inc

Aug 2020 – Mar 2021

Keller Williams Realty, Inc. is the world's largest real estate company. As a product designer, I collaborated closely with product managers and engineers to understand user needs, create interaction models, and conduct usability testing. I also worked directly with the design manager and director of innovation to improve our process for how product, design, and development worked together.

Product Designer, Schoology

Jan 2018 – Aug 2020

Schoology is a K-12 learning management platform (responsive web) that helps students and educators to improve student performance, foster collaboration, and personalize learning. As a product designer, I worked closely with product managers and engineers to define the problem space and translate research into insights while delivering thoughtful solutions that address both user and business goals. During my time here I have supported, designed, and implemented over 12 new features. Acquired by PowerSchool in July 2020.

SKILLS & TOOLS

Skills

- User research
- Accessibility standards
- Information Architecture
- Interaction Design
- Design Systems (creation and governance)
- Visual and UI design

Tools

- Figma and Sketch
- Optimal Workshop and Maze
- Notion
- Atlassian collaboration tools
- Adobe Creative Suite

EDUCATION

BA Visual Design and Photography, Bradley University