

ANTONIO GENTILE

PRODUCT DESIGNER

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WORK EXPERIENCE

Sr. Product Designer

CPA Global, Austin TX
Aug 2020 - present

CPA Global is an Intellectual Property (IP) Management Software and Tech-enabled Services, law firms and corporate IP teams use to manage all intellectual property aspects, from filing new patents to renewing their existing IP. As a senior product designer, I work directly with the EVP of design and research to build a design team and bring a user-centered design process to an engineering-driven organization. Acquired by Clarivate in September 2020.

Product Designer

Keller Williams Realty, Austin TX
Mar 2020 - Aug 2020

Keller Williams Realty, Inc. is the largest real estate company by agent count globally and is number one in units and volume in the United States. 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 how product, design, and development worked together.

Product Designer

Schoology, Austin TX
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.

MAIN RESPONSIBILITIES:

- Conduct user research activities, including discovery interviews
- Create user flows taking into account technical limitations and edge cases
- Moderated and unmoderated remote usability testing to uncover user pain points
- Collaborate and share work frequently with members of the design team to receive constructive feedback through the use of design critiques
- Owner of the design system and the primary point of contact for all visual and UI design decisions by ensuring all new additions/edits are fully responsive, accessible, and consistent with the existing patterns
- Visual/UI design using mobile first approach for both responsive web and native mobile

Visual Designer

TWG Plus, Austin TX
Apr 2014 - Jan 2018

TWG Plus is a marketing agency specializing in higher education. As a visual designer, I assisted with visual and graphic design direction, mentoring to designers (both in house and contract), concept exploration, and asset production.

MAIN RESPONSIBILITIES:

- Onsite discovery research and user interviews (teachers, students, stakeholders)
- Led presentations of research findings to key stakeholders and presented design concepts that supported research
- Lead creative on all publications, branding, search and interactive design, from concept to production
- Communicating key design decision making directly with clients

EDUCATION

BA Visual Design

Bradley University
2004 - 2008

PROFESSIONAL DEVELOPMENT

User Experience Design Bootcamp

General Assembly // Jan 2017

Insights for Innovation Course

IDEO // Jul 2018

Creating Usability with Motion

DesignBetter.Co // Apr 2019

SKILLS & TOOLS

Skills

- Research (user interviews, concept exploration, usability testing)
- Information Architecture
- Interaction Design
- Design Systems (creation and governance)
- Visual and UI design

Tools

- Sketch
- Figma
- InVision
- Abstract
- Optimal Workshop
- Atlassian Collaboration Tools
- Adobe Illustrator, InDesign, Photoshop