

# Anthony Carmine Pietramala

Senior UX Designer

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Senior UX designer with 10+ years across product and brand. I build design systems from scratch and care about accessibility (WCAG AA) and getting designs right across desktop, mobile, and beyond. Most of my work is the part that makes products actually usable: sorting out the architecture, the labels, and a handoff clean enough that engineers can build from it without guessing. I lean on research and A/B testing to settle decisions rather than argue about them.

## Experience

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### Lead UX Designer (Contract) | Daymark Safety System

Jan 2026 – Present | Remote, ~20 hrs/week

Only designer on a two-developer team with no PM, building a new temperature-monitoring product for food-safety compliance. It replaces the manual temperature checks kitchens have to do, with continuous monitoring and alerts when things drift out of safe range.

- Ran the whole UX/UI myself: information architecture, terminology and labeling, interaction design, visual design, and developer handoff. Designed for two audiences, store managers and multi-location corporate admins.
- Dug into FDA food-safety guidelines to build preset safe-range configs, so the system works correctly out of the box. Later extended it to pharmacy and vaccine storage monitoring.
- Built a lean, WCAG AA-compliant design system from scratch: components plus a semantic color system that fits an alert-driven monitoring dashboard.
- Shipped a limited release to the client's customers. The work was shown at an industry tradeshow and went over well with customers, internal teams, and leadership.

### Senior UX Designer | Tranztec

Aug 2023 – Apr 2026 | Remote

#### Design System & Accessibility

- Built the company's first design system from scratch as the only designer, which cut development time in half. Onboarded 8–10 product and engineering teammates with Figma docs covering components, color, and how the tokens relate.
- Designed a 3-tier token architecture (Primitives, Semantics, Components) for Desktop, Mobile, and In-Cab interfaces, plus a white-label theming setup for multi-client deployments.
- Held the line on WCAG AA throughout, including touch targets sized for each environment (78px for high-vibration in-cab use, 48px mobile, 24px desktop) and a separate In-Motion token set for when the vehicle is moving.

#### Research & Decision-Making

- Cut task-completion time by 20% by A/B testing information-architecture decisions instead of guessing at them.
- Ran expert interviews and effort estimates to size up a legacy modernization project, then put the findings into an executive presentation. It showed a realistic 6–12 month timeline, which led the team to sunset the project and put the money behind a higher-priority mobile contract instead.

#### Collaboration & Leadership

- Worked with engineering to redesign an expensive component, cutting build time without losing UX clarity.
- Audited a prototype and ranked the feedback by how much it would cost to implement. The team used that audit as the starting point for what they shipped.
- Took the integration process from 7+ days down to under 8 hours by replacing scattered legacy workflows with one cloud-native platform and AI-assisted mapping. That also opened the tool up to non-technical users like fleet managers and ops staff.

### Freelance UX/UI Designer | Multiple Clients

Oct 2022 – Jun 2023 | Remote

- Designed web and mobile interfaces for a handful of clients, doing the user research, wireframes, and interactive prototypes myself, from first concept through developer handoff.

Experience continued on next page →

## Experience (continued)

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### Senior Designer | Moontide

May 2020 – Sep 2022 | Atlanta, GA

- Led projects and ran a three-person design team, and was the main contact for clients. Delivered digital advertising across email, landing pages, social, and video, including high-budget commercial productions with storyboarding and editorial work.
- Built and maintained design systems for several clients to keep web and mobile consistent. It's a habit I've carried into every role since.
- Worked mobile-first and kept an eye on HTML/CSS the whole time, so designs were grounded in how they'd actually get built.

### Designer | Phase 3

Apr 2019 – Jun 2020 | Atlanta, GA

- Handled web, print, social, and presentation design across several client accounts at once in a high-volume, fast-turnaround agency, working directly with developers to keep handoffs accurate.

### Designer (Early Career) | Boomtown ROI, DesignScene, Vynleads

May 2015 – Apr 2019 | Charleston, SC / London, UK / Brooklyn, NY / Remote

- Owned branding and design for several startup products from early concept through launch, including naming, identity, color, and UX.
- Ran on-site installations at major global activations including Google, ITV, and AdWeek, working with fabrication teams on large-scale environmental build-outs.
- Pitched concepts to stakeholders, ran design workshops, and did the user research (interviews and surveys) to back up design decisions.

## Education

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### Bachelor of Technology in Visual Communications

SUNY Farmingdale | Sep 2010 – May 2014 | Farmingdale, NY

## Skills

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**Design & Systems:** UX/UI Design, User Experience Design, Design Systems, Token Architecture, Component Documentation, White-label Systems, Multi-platform Design, Branding, Accessibility (WCAG AA / a11y), Figma, FigJam

**Research & Methods:** User Research, Usability Testing, User Interviews, A/B Testing, Information Architecture, Interaction Design, Wireframing, Rapid Prototyping, Content Strategy

**Collaboration:** Cross-functional Leadership, Developer Handoff, Executive Presentations, Stakeholder Alignment, Design Workshops

**Tools:** Figma, FigJam, Jira, HTML, CSS, Adobe Creative Suite

**AI:** Claude, ChatGPT, Google Stitch