Antonio Autiero

Hands-on Head of Design · Design Lead · Staff Product Designer

Open to full-remote roles
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Gubbio, Italy · Remote since 2008

Hands-on head of design with twenty years in product design, mostly B2B SaaS and early-stage startups, always fully remote. For the past four years I led design at Kula, an AI-native recruiting platform: when the company pivoted to a full applicant tracking system, I designed the entire ATS in six months, built its design system from scratch and worked side by side with engineering to ship it. I work across the whole product, from discovery and product definition to interaction and visual design, design systems, and prototypes in Figma and in code.

$1B+
Revenue generated by the B2B SaaS products I designed

20 years
Designing products, eighteen of them remote

14
Designers led at peak team size

100+
Designers mentored, from junior to staff level

EXPERIENCE

Sep 2022 – Present

Kula · Design Lead

AI-native recruiting platform: a full applicant tracking system with built-in automation.

- One of two founding designers when Kula was an outbound recruiting automation platform; then sole design lead through the company's pivot to a full ATS.
- Designed the entire ATS in six months: job creation, candidate management, pipelines, interview scheduling, reviews, scorecards and analytics.
- Designed the AI layer across the product: an embedded assistant, AI-generated reports and analytics, candidate fraud detection, an AI coordinator that schedules interviews by phone, an AI notetaker and an interviewer coach.
- Built the design system from scratch (161 variables, 75 component sets) and shared it with engineering through Storybook; prototyped in Figma and in code, and contributed to front-end code when needed.
- Owned product definition alongside design: scoping, specs and prioritisation with the founders and engineering. Managed and mentored a junior designer.
- Kula reached $2M ARR and more than 300 customers within twelve months of the pivot, about six months after the ATS launched.

Feb – Aug 2022

Dive · Design Lead

Early-stage startup building a layer on top of Zoom to make remote meetings more engaging: live games, reactions and media, and meeting templates that ran a call in timed segments. Designed the product end to end.

Apr 2021 – Jan 2022

Modern Tribe · Senior Designer

Designed websites for clients of a US digital agency, including Microsoft and several universities.

Sep 2019 – Mar 2021

Let's Meet · Design Lead

French startup building a booking platform. As the only designer, led design and product, from product definition to UX and UI, and through a pivot of the product.

Dec 2017 – Aug 2019

Avallain · Design Lead

E-learning technology for educational publishers and institutions.

- Redesigned the UX of both core products: authoring for publishers' editorial teams, learning for students and teachers.
- Designed custom learning platforms for Oxford University Press and National Geographic Learning | Cengage, used by millions of students and teachers. Managed one designer.

May – Nov 2017

RealKey · Senior Design & Product Consultant

Platform that automates the loan process for mortgage loan officers. Product design and UX strategy.

Sep 2015 – Feb 2017

Credntia · Lead Product Designer

Digital identity and document verification. As the only designer, designed the whole product: voter verification for US elections, driver verification for truck shipments, and login security for banking customers, including BBVA.

Aug 2013 – Mar 2015

Shoppics · Co-founder & Design Lead

Mobile and web app for window shopping: photograph an object and find it for sale online, using image recognition, back in 2014. Led product, design and brand, and managed a small team.

2005 – 2013

Freelance Designer

Web and digital design for agencies and startups, mostly for international brands.

Contract

Selected clients

Microsoft, BBVA, Airbnb, TopTal.

SKILLS

Product design, zero to one
Design leadership and hiring
Design systems and tokens
Prototyping in Figma and code
Product definition and discovery
AI product design

AWARDS

Cannes Lion d'Or
9 FWA Awards
12 Best Website Design of the Day
2 Best Website Design of the Month

LANGUAGES

Italian · native
English · bilingual
Spanish · working
Japanese · elementary

WRITING

The Psychology of Wearables