

Anthony Ledbetter

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SUMMARY OF QUALIFICATIONS

Product Designer with a foundation in systems thinking, user research, and cross-functional collaboration, developed designing for complex, large-scale infrastructure systems. Skilled at translating ambiguous, technical requirements into clear user flows, visual hierarchy, and intuitive interfaces for audiences ranging from field engineers to executive stakeholders. Comfortable operating in regulated, high-stakes environments where user needs, technical constraints, and compliance must align with a track record of designing at scale and communicating complex data simply.

EDUCATION

Morgan State University <i>Bachelor's in Architecture and Design</i>	Baltimore, MD Aug. 2016 – Dec 2020
General Assembly <i>Certification in Product Management and Analysis, Design, and Research</i>	Washington, D.C. Jan. 2024 – Apr. 2024
George Washington University <i>Certification in UX/UI Analytics, Design, and Research</i>	Washington, D.C. Dec. 2022 – June 2023

EXPERIENCE

Distribution Product Designer <i>KCI Technologies</i>	Jul 2024 – Present Baltimore, MD
• Apply systems thinking to translate complex infrastructure requirements and regulatory constraints into intuitive design solutions for utility clients, mapping dependencies across engineering, operations, and end-user workflows. • Conduct field research and on-site user observations to understand workflows and pain points of electrical engineers and utility operators in mission-critical environments. • Collaborate with Exelon/BGE stakeholders to gather requirements, present design solutions, and iterate based on user feedback throughout the project lifecycle. • Prototype and validate designs within real technical constraints using Micro-Station, GIS, and AS8, demonstrating the ability to design at scale inside complex, regulated systems.	
Product Design Intern <i>General Assembly</i>	Jan 2024 – Apr 2024 Baltimore
• Led end-to-end product design for SIOFood mobile app and website, from initial user research through high-fidelity prototypes. • Conducted user interviews, surveys, and usability testing to identify pain points in healthy eating and grocery shopping experiences. • Created user personas, journey maps, and user flows to guide product strategy and feature prioritization. • Performed competitive analysis using SWOT methodology to identify market gaps and differentiation opportunities and tested interactive prototypes in Figma, incorporating user feedback to refine features and improve usability.	
UX/UI Design Student Intern <i>George Washington University</i>	Dec 2022 – June 2023 Washington D.C.
• Designed user interfaces for web and mobile applications, creating wireframes, prototypes, and high-fidelity mockups using Figma and Adobe XD. • Conducted user research including contextual inquiries, usability testing, and heuristic evaluations to validate design decisions. • Developed full-stack web application using HTML, CSS, JavaScript, and GitHub, demonstrating understanding of design implementation constraints. • Collaborated with developers to ensure design feasibility and maintain design documentation and integrity throughout the development process.	

PROJECTS

- Development: FleetView** | *Figma, Claude Code, Claude Design* Jun 2026
- * Designed a systems-level dashboard giving stakeholders real-time visibility into naval vessels at sea — location, repair status, and communication health.
 - * Mapped complex operational data (location, speed, fuel) into a clear visual hierarchy, helping teams quickly prioritize vessels most in need of attention.
 - * Synthesized user pain points into a high-fidelity Figma prototype, improving alert systems for vessels in urgent need of repair.

- Development: SIOFood** | *Figma, Miro, inVision* Jan 2024 – Feb 2024
- * Designed end-to-end experience for food delivery app focused on healthy eating and convenient grocery shopping.
 - * Created user personas based on research with 15+ potential users, identifying key pain points in current solutions.
 - * Designed high-fidelity prototypes in Figma and conducted usability testing to validate design decisions.

- Development: Pharmly Pharmaceutical App and Website** | *Figma, Miro, inVision* May 2023 – June 2023
- * Collaborated with team to design pharmaceutical app and website focused on improving medication management.
 - * Conducted heuristic evaluations of 5 competitor platforms to identify usability best practices and gaps.
 - * Developed user flows and interactive prototypes, testing with target users to ensure intuitive navigation.

TECHNICAL SKILLS

Languages: JavaScript, HTML/CSS, SQL, Python

Developer Tools: Playwright, Micro-Station, GIS, Sketch, Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), AutoCAD, SketchUp, Hyperion, AS8, Adobe InDesign, Microsoft Suite (Word, Powerpoint, Excel), Eclipse, Anaconda

Business Tools: Claude Design, Claude Code, PHP, JIRA, Confluence, Tableau, PowerBI, LLM (AI)