

ANTON CASTRO

Sr. Product Designer

San Francisco, CA

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Senior product designer with 6+ years building AI products that ship and move numbers in high-stakes domains like healthcare, fintech, and govtech: +65% engagement, -75% onboarding, and a platform's first enterprise contracts. I design end-to-end and prototype in code. BFA in HCI, MBA in Design Strategy.

EXPERIENCE

State Affairs — Sr. Interaction Designer, Policy Intelligence *San Francisco, CA | Feb 2026 – Present*

- Designed the company's first AI product, an enterprise SaaS built for state-level policy teams, turning dense, high-stakes data into decisions they can act on.
- Defined its system architecture, voice and tone, and interaction patterns, using research to focus on the highest-impact skills and workflows, work that helped land its first enterprise contracts with policy teams at Walmart, DoorDash, and trade associations.

Custoria Labs — Co-founder & Founding Design Engineer *San Francisco, CA | Oct 2025 – Present*

- Co-founded the company; designed the product end-to-end and built the native iOS app in Swift on a Gemini Flash capture-to-appraisal pipeline, now in App Store review.
- Designed the security and sharing model: an encrypted, biometric-locked vault with owner-set, field-level sharing permissions.

Augmedix — Product Designer, AI & Growth *San Francisco, CA | Oct 2023 – Nov 2024*

- Designed the AI documentation products (web + mobile) in the run-up to Augmedix's **\$139M acquisition by Commure** (2024).
- Grew engagement 65% in a year by expanding the product from one offering to four.
- Worked with nine PMs and AI leads to fold a new agentic AI model into the core flow, shipping it in four months.
- Built the web and mobile design system in Figma, keeping a fast-growing product line consistent and the team moving quickly.

Rocket — Conversational AI Experience Designer *Detroit, MI | Sep 2022 – Aug 2023*

- Founding designer on Liv, Rocket's AI assistant serving millions of homeowners (B2B2C).
- Cut client onboarding time 75% by rethinking the conversation flow: faster setup, higher NPS.
- Owned the assistant's end-to-end journey and visual voice.

Anti-Defamation League — Product Designer *San Francisco, CA | Jun 2021 – May 2022*

- Built an internal library of 120+ interaction demos that cut concept-to-prototype time by six months.
- Created the design work that anchored partnerships with Twitch, Discord, and YouTube.

Intuit — Product Designer *Mountain View, CA | May 2020 – Aug 2020*

- Lifted QuickBooks new-customer conversion 22% with ML-driven personalization.
- Reworked onboarding for an experience used by 25M+ people.

Electronic Arts — UX/UI Design Intern *Orlando, FL | May 2019 – Aug 2019*

- Designed NBA Live's "My Player Mode" in Alpha; led the visual-assets team and handed engineering build-ready specs.

EDUCATION

California College of the Arts *San Francisco, CA*

- MBA, Design Strategy (2025)
- BFA, Human-Computer Interaction (HCI)

ELVTR — AI Product Design Certification

SKILLS & TOOLS

Fluency Experience Design · Interaction Design · Product Strategy & Growth · System Design · Conversational & Agentic AI/ML · User Research · UX/UI Development (React / TypeScript / Swift) · Claude Cowork / Code

LEADERSHIP

U.S. Navy — Petty Officer Second Class, Engineer

May 2012 – May 2016