

Gary Cooke - UX Designer & Strategist

People-focused UX designer, mentor, & problem-solver.

I am an Experience, Interface and Visual Designer, with a proven track record of delivering high profile, industry leading, innovative desktop and mobile applications. I have vast experience with client and stakeholder relationships, along with project management, leadership and strategy.

EXPERIENCE

Lead UX/UI Designer

BAM Technologies 2023 - Present

Currently managing user-centric design solutions for a suite of products serving the US Army, focused on funding and tracking educational opportunities for service members. This includes the University Portal, Administration Portal, and Service Member Portal, all of which interface with government and third-party systems to ensure eligible service members receive necessary funding.

- **Redesigned Component Libraries:** Led the overhaul of component libraries, design patterns, and workflows, resulting in more intuitive user experiences for diverse user types.
- **Developed Advanced Intelligence Tools:** Designed cutting-edge interfaces and data visualizations that provide the US Army, DOD, and Government Agencies with clear, actionable insights for efficient data tracking and understanding.
- **Conducted Usability Testing:** Implemented extensive usability testing methodologies, effectively bridging empathy gaps between service members and administrators to enhance overall user satisfaction.

Product Design Manager over Revenue Team

Driveway 2022 - 2023

Led the research and design initiatives for revenue-focused areas of the platform, overseeing user and market research to create an omni-channel shopping experience for online car buying. Directed the redesign of the checkout process, enhancing the intuitiveness and user-friendliness of car buying paperwork.

- **Managed Design Projects:** Directed and managed the design of over 80 complex, interactive user interfaces and research projects.
- **Developed Collaborative Processes:** Established a cohesive design process that effectively integrated product, engineering, and design teams.
- **Supervised Design Team:** Oversaw a team of 8 designers and researchers, fostering a collaborative and innovative work environment.

UX Design Lead & Manager

LINQ 2020 - 2022

Specialized in the digital transformation of school nutrition and office software. In

EDUCATION & CERTIFICATIONS

Interaction Design Foundation, Online
UX Management: Strategy and Tactics
Zenva Academy, Online
Mobile App Development
Zenva Academy, Online
Unity & Godot Game Development
International Academy of Design, Online
Graphic Design

SKILLS

Design direction
UX design
Client relations
Stakeholder relations
Wireframing & UI prototyping
Design strategy
User empathy
UX research
Interaction design
Visual communication
Collaboration
Analytics
Business leadership
Technical leadership
Vision Storytelling
Problem solving
Traditional design

my role, I led the UX design team while developing responsive design systems and content frameworks. I championed design leadership, fostered collaboration, inspired innovation, and promoted design thinking across multiple desktop and mobile applications.

- **Strengthened Strategic Partnerships:** Enhanced business relationships from strategic partnerships to symbiotic alliances through consistent delivery of excellence, transparency, and trust.
- **Provided Design Oversight:** Delivered user-centered design direction for a range of products, including Point of Sale Systems, eCommerce platforms, ERP solutions, Accounting software, Digital Billboards, and Warehouse Applications.
- **Drove Revenue Growth:** Conducted customer analysis to identify new revenue opportunities, successfully expanding LINQ's presence in both local and state-level education markets.

Lead Product Designer

World Travel Holdings - Villa Division 2018 - 2020

Directed the design and development of the Villas of Distinction, Villa Rental, and Jamaica Villas platforms. Led discovery sessions and established design principles that streamlined the booking process, enabling the creation of repeatable design patterns and leveraging data analytics to significantly reduce costs, risks, and time associated with design solutions.

- **Agile/Scrum Leadership:** Directed design efforts in an agile/scrum environment across multiple simultaneous desktop and mobile products, creating high-fidelity mockups, UI components, and assets while defining new design patterns and user experiences.
- **Collaborative Problem Solving:** Engaged with product owners, managers, and development leads to address complex user and business objectives, facilitating the development of concept models, heuristic reviews, sitemaps, personas, process flows, sketches, and wireframes.

Lead UX Developer

Check into Cash 2016 - 2018

Served as the lead designer for the digital marketing team, successfully rebuilding the management system for the call center, resulting in a 30% increase in efficiency for as customers over the phone.

- **User-Centric Interface Design:** Leveraged knowledge of the latest web standards and best practices to design and develop user interfaces for clients' digital products, enhancing usability and engagement.
- **CMS Expertise:** Utilized extensive experience with content management (CMS) to direct projects and strategize best practices for design and development processes, ensuring smooth execution and high-quality outcomes.

SOFTWARE

Figma

Sketch

InVision

Adobe XD

DevOps

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Microsoft 360