

---

# Gary Cooke

## Product Experience Strategist & HCD Leader

Phone: (423) 432-1684 | Email: work@garycooke.com | Portfolio: GaryCooke.com

Results-driven Product Experience Strategist and UX Leader with 10+ years of experience designing and optimizing human-centered, data-driven digital products across enterprise, government, and SaaS environments. Proven expertise in Salesforce Experience and Service Design, product lifecycle management, and cross-functional leadership driving measurable business outcomes. Skilled in leveraging user research, data analytics, journey mapping, and usability testing to inform strategic product decisions that improve adoption, efficiency, and customer satisfaction. Recognized for building scalable design systems, mentoring high-performing teams, and implementing Human-Centered Design (HCD) frameworks that align product vision with user needs and organizational goals.

## EXPERIENCE

### Bellese - Sr. Salesforce Service Designer | FEBRUARY 2025 - PRESENT

*Recruited to lead enterprise-wide UX transformation and establish scalable, human-centered design frameworks across Salesforce products and service ecosystems. Partnered with executive stakeholders, product managers, and development teams to drive alignment between business goals, technical delivery, and user experience outcomes.*

#### Key Achievements & Impact:

- **Optimized End-to-End Case Experience:** Spearheaded a comprehensive redesign of the Salesforce case onboarding process, reducing completion time from 9 hours to 3, cutting handoff errors by 60%, and improving end-user satisfaction scores across Service Cloud.
- **Established Scalable UX Frameworks:** Developed and operationalized Human-Centered Design (HCD) systems tailored for Salesforce architecture—integrating Service Cloud, Experience Cloud, Flow Builder, and SLDS (Salesforce Lightning Design System) to standardize workflows and improve design consistency.
- **Elevated Design Maturity:** Introduced structured UX governance, service blueprints, and co-design sessions to embed research-driven decision-making and design accountability across cross-functional teams.
- **Accelerated Delivery & Efficiency:** Created reusable component libraries, quick-action decision matrices, and UX playbooks, enabling faster design-to-dev handoffs and reducing redundant builds by over 40%.

- 
- **Strategic Influence:** Partnered with Product and Engineering leadership to evolve the team from reactive issue-solving to proactive, metrics-driven service design focused on adoption, usability, and long-term scalability.
  - **Cross-Functional Enablement:** Mentored product and design teams in Salesforce UX best practices, HCD facilitation, and accessibility standards (508/WCAG) to enhance inclusivity and compliance across all digital touchpoints.

**Core Skills & Tools:** Salesforce Service Cloud • Experience Cloud • Lightning Design System (SLDS) • Flow Builder • Human-Centered Design (HCD) • UX Research • Service Blueprinting • Design Systems • Product Strategy • Journey Mapping • Accessibility (508/WCAG) • Stakeholder Alignment • Agile / Scrum • Figma • Miro • Jira • Confluence

## **BAM Technologies - *Lead UX/UI Designer* | 2023 - 2025**

*Led the end-to-end design and product strategy for a portfolio of financial and educational platforms supporting the U.S. Army, Department of Defense, and federal education agencies. Partnered with multi-disciplinary teams—including Product, Engineering, and Research—to align user experience, technical feasibility, and mission objectives across complex data ecosystems.*

### **Key Achievements & Impact:**

- **End-to-End Experience Leadership:** Directed the full UX lifecycle—discovery, prototyping, testing, and implementation—to deliver scalable, user-centered platforms that improved task efficiency, accessibility, and data transparency.
- **Design System Modernization:** Spearheaded the redesign of component libraries, interaction patterns, and workflows, improving design consistency across multiple Salesforce and enterprise applications while cutting developer rework by 35%.
- **Advanced Data Intelligence Tools:** Conceived and designed interactive dashboards and visual analytics that transformed complex datasets into clear, actionable intelligence for command-level decision-making across Army and DOD operations.
- **User Research & Testing Excellence:** Established continuous usability testing programs that bridged empathy gaps between service members, administrators, and educators, driving measurable gains in adoption and satisfaction scores.
- **Scalable Design Infrastructure:** Built cross-platform design systems and accessibility standards (WCAG/508 compliant) to ensure inclusivity, maintainability, and long-term sustainability within government-regulated environments.

- 
- **Strategic Alignment:** Served as a design thought partner to senior leadership, ensuring UX strategy informed roadmaps, data governance, and modernization initiatives across cross-agency systems.

**Core Skills & Tools:** Design Systems • UX Strategy • Service Design • User Research • Data Visualization • Accessibility (508/WCAG) • Human-Centered Design (HCD) • Agile Delivery • Stakeholder Management • Cross-Functional Leadership • Figma • Miro • Jira • Confluence • Government Digital Service (GDS) Standards

### **Driveway - *Product Design Manager* | 2022 - 2023**

*Directed the research and design strategy for Driveway's omni-channel automotive eCommerce platform, aligning user experience innovation with measurable business growth. Partnered with executive stakeholders to translate customer insights into scalable design systems, streamlined workflows, and cohesive product experiences across web, mobile, and retail channels.*

#### **Key Achievements & Impact:**

- **UX Strategy & Business Alignment:** Defined and executed a comprehensive UX research and design roadmap that improved user engagement and conversion across multiple digital touchpoints, directly supporting Driveway's rapid market expansion.
- **Scalable Design System Development:** Built and governed a modular design system and component library that increased design-to-development efficiency by 40%, ensuring brand and experience consistency across all product surfaces.
- **Cross-Functional Leadership:** Led a team of 8 designers and researchers and embedded collaboration frameworks that unified Product, Engineering, and Marketing teams, enabling faster decision-making and more cohesive product releases.
- **Project Portfolio Management:** Oversaw the end-to-end design and research execution of 80+ complex user interfaces and product initiatives, spanning onboarding, purchasing, financing, and fulfillment experiences.
- **Process Innovation:** Introduced agile design operations (DesignOps) and HCD methodologies to formalize feedback loops, usability testing, and sprint alignment—accelerating delivery and improving stakeholder visibility.
- **Customer-Centric Transformation:** Championed a data-informed, human-centered culture by integrating behavioral analytics and customer journey insights into strategic planning and feature prioritization.

**Core Skills & Tools:** Product Experience Strategy • UX Leadership • Design Systems • Omni-Channel eCommerce • Human-Centered Design (HCD) • Service Design • DesignOps • Agile / Scrum • Cross-Functional Collaboration • Usability Testing • Stakeholder Management • Figma • Miro • Jira • Confluence • Analytics Integration

---

## LINQ - *UX Design Manager* | 2020 - 2022

Led the digital transformation and user experience strategy across LINQ's suite of ERP, accounting, and financial management products serving K–12 educational institutions. Directed end-to-end design initiatives that modernized legacy systems, unified fragmented interfaces, and aligned platform usability with district-level administrative needs.

### Key Achievements & Impact:

- **Enterprise UX Transformation:** Oversaw a cross-functional design team driving modernization of ERP, accounting, and operational systems, ensuring consistent UX patterns and accessibility across the product portfolio.
- **Data-Driven Design Leadership:** Conducted comprehensive user research and behavioral analysis to uncover pain points of financial administrators and procurement teams, informing UX improvements that increased product adoption and satisfaction scores.
- **Scalable Design System Implementation:** Built and maintained a modular design system and shared component library to unify LINQ's multiple applications, reducing design-to-dev cycle time and enhancing brand consistency.
- **Strategic Partnership Growth:** Strengthened key district and state-level partnerships by delivering transparent, measurable UX improvements that fostered trust, retention, and long-term collaboration.
- **Revenue Enablement Through Research:** Leveraged customer journey analysis and usability insights to identify new cross-sell and market expansion opportunities, directly contributing to revenue growth in both local and statewide education markets.
- **Design Oversight Across Product Lines:** Provided creative and functional direction for diverse solutions including Point of Sale systems, eCommerce platforms, ERP tools, digital signage, and warehouse management applications.

Core Skills & Tools: Product Experience Strategy • UX Leadership • Design Systems • ERP & Financial Platforms • Human-Centered Design (HCD) • User Research • Journey Mapping • Accessibility (508/WCAG) • Agile / Scrum • Stakeholder Engagement • Data-Driven UX • Salesforce Ecosystem Awareness • Figma • Miro • Jira • Confluence

## World Travel Holdings - *Lead Product Designer* | 2018 - 2020

---

*Directed the design and development of Villas of Distinction, Villa Rental, and Jamaica Villas digital platforms, overseeing the end-to-end UX lifecycle from research to implementation. Led discovery and strategy workshops to define design principles and repeatable frameworks that streamlined the luxury travel booking experience and improved platform scalability.*

**Key Achievements & Impact:**

- **UX Strategy & Systematization:** Defined core design principles, reusable UI patterns, and scalable architecture that reduced design iteration cycles, enhanced usability, and improved alignment across all brand touchpoints.
- **Operational Efficiency:** Leveraged data analytics and user behavior insights to optimize the booking flow, reducing friction and shortening time-to-conversion while minimizing design and development costs.
- **Agile Design Leadership:** Managed design initiatives in Agile/Scrum environments, driving multiple desktop and mobile product releases concurrently and producing high-fidelity prototypes, interaction models, and responsive UI systems.
- **Cross-Functional Collaboration:** Partnered closely with Product, Engineering, and Business stakeholders to translate user needs into elegant, revenue-driving digital experiences—balancing complex business logic with intuitive design.
- **User-Centered Research:** Led heuristic evaluations, persona development, journey mapping, and wireframing to inform key product decisions and ensure alignment between brand, usability, and conversion goals.
- **Platform Consistency:** Established design documentation and visual standards that improved scalability and ensured cohesive brand experience across mobile, web, and marketing ecosystems.

**Core Skills & Tools:** UX Strategy • Product Experience Design • Design Systems • Human-Centered Design (HCD) • Agile/Scrum • UI/UX Research • Journey Mapping • Information Architecture • Interaction Design • Prototyping • Analytics-Driven Design • Figma • Sketch • Adobe XD • Jira • Confluence

**Check Into Cash - Lead UX Designer | 2016 - 2018**

*Served as the lead designer and product experience strategist within the digital marketing organization, driving the full redesign of the enterprise loan management system and multiple customer-facing digital channels. Focused on delivering measurable business outcomes through human-centered design, accessibility, and scalable digital frameworks.*

**Key Achievements & Impact:**

- 
- **Operational Efficiency Gains:** Led the end-to-end redesign of the internal loan management and call-center servicing platform, improving task efficiency by 30% and enabling faster, higher-quality customer support.
  - **User-Centered Interface Development:** Applied deep expertise in interaction design, responsive web standards, and front-end usability to craft high-performing interfaces that elevated customer engagement and reduced abandonment rates.
  - **CMS & Digital Governance Leadership:** Directed content management system (CMS) implementations and best-practice strategies—standardizing design workflows, optimizing content delivery, and reducing production errors across marketing and product teams.
  - **Cross-Functional Collaboration:** Partnered with engineering, marketing, and business stakeholders to align UX priorities with revenue goals, compliance requirements, and customer-experience KPIs.
  - **Scalable Design Practice:** Established reusable component libraries and design documentation, ensuring consistent branding and improved design-to-development velocity across multiple digital properties.

**Core Skills & Tools:** UX / UI Design • Web Standards • CMS Strategy (WordPress, Sitecore, Adobe Experience Manager) • Human-Centered Design (HCD) • Interaction Design • Responsive Web • Accessibility (508/WCAG) • Design Systems • Agile / Scrum • Cross-Functional Collaboration • Figma • Adobe XD • HTML / CSS / JavaScript • Jira • Confluence

## EDUCATION

**Salesforce** - Salesforce Certified in Platform Strategy Designer

**Interaction Design Foundation** - UX Management: Strategy and Tactics

**Zenva Academy** - Micro-Degree in Unity & Godot Game Development

**Zenva Academy** - Micro-Degree in Mobile Development

**International Academy of Design** - BA in Graphic Design