

GARY COOKE

Design & Experience Leader | Product Strategy | HCD | Complex Systems

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EXECUTIVE PROFILE

Design and experience leader with 15+ years guiding complex digital products across government, SaaS, education, financial services, commerce, and enterprise platforms. I build teams, product strategies, and operating systems that connect customer needs, business priorities, and technical reality. Experienced in enterprise transformation, portfolio strategy, design organization development, Human-Centered Design, Salesforce ecosystems, research operations, design systems, and AI-enabled workflows.

SELECTED LEADERSHIP IMPACT

67% faster onboarding • 60% fewer handoff errors • 40% fewer redundant builds • 35% less development rework • 80+ interfaces supported

EXPERIENCE

BELLESE | Senior Salesforce Service Designer | 2025–Present

Lead experience strategy and Human-Centered Design across complex Salesforce service environments, partnering with Product, Engineering, Architecture, operations, and program leadership.

- Reduced case onboarding from 9 hours to 3 hours by redesigning fragmented workflows into a clearer end-to-end service experience while reducing handoff errors by 60%.
- Established scalable HCD and experience governance across Service Cloud, Experience Cloud, Flow, LWC, and SLDS, giving teams clearer patterns for recurring product problems.
- Reduced redundant product builds by 40% through reusable experience patterns, decision frameworks, and stronger Design-to-Engineering alignment.
- Moved Design upstream from reactive interface support into service strategy, workflow decisions, accessibility, product governance, and measurable experience outcomes.

BAM TECHNOLOGIES | Lead UX/UI Designer | 2023–2025

Led product experience strategy across financial, education, and data platforms supporting the U.S. Army, Department of Defense, and federal programs.

- Shaped end-to-end experience strategy across complex government systems, connecting mission needs, user research, data, accessibility, and technical constraints.
- Reduced development rework by 35% by modernizing shared components, interaction standards, and design-to-development practices.
- Created data-rich dashboards and decision-support experiences that made complex operational information easier for leadership and end users to interpret.
- Served as a strategic design partner to senior stakeholders on modernization, data governance, accessibility, and cross-system product direction.

DRIVEWAY | Product Design Manager | 2022–2023

Led experience strategy for an omnichannel automotive commerce platform spanning digital and retail customer journeys.

- Led Product, Design, Engineering, and Marketing alignment around customer journeys, product priorities, and measurable experience outcomes.
- Built scalable design-system and delivery practices that improved Design-to-Development efficiency by 40% across web, mobile, and retail experiences.
- Oversaw design and research across onboarding, purchasing, financing, fulfillment, and related customer journeys.
- Integrated behavioral analytics and customer insight into roadmap and feature-prioritization decisions.

LINQ | UX Design Manager | 2020–2022

Led experience strategy across a complex K–12 product portfolio spanning ERP, financial management, commerce, operations, and administrative systems.

- Shifted Design from project-by-project support toward a portfolio-level operating model connecting product priority, experience risk, research, and design capacity.
- Built shared experience foundations across 80+ interfaces, reducing duplicated product work and improving portfolio consistency.
- Established reusable patterns, governance, research practices, and accessibility standards that allowed teams to solve mature product problems more independently.
- Used customer research and journey analysis to influence roadmap priorities, product modernization, retention, and market-expansion opportunities.

WORLD TRAVEL HOLDINGS | Lead Product Designer | 2018–2020

Led product and growth experience strategy across multiple luxury travel brands.

- Connected UX, Marketing, analytics, and technology into a structured experimentation and optimization model across brands.
- Created reusable campaign foundations that reduced build time from approximately 4 hours to 2.8 hours, a 30% reduction.
- Used customer behavior, research, journey analysis, and performance data to improve booking experiences and guide product and marketing decisions.
- Established shared experience standards across web, mobile, commerce, and marketing touchpoints.

CHECK INTO CASH | Lead UX Designer | 2016–2018

Led UX strategy across customer-facing and internal financial-service products.

- Redesigned a loan-management and servicing platform that improved task efficiency by 30%.
- Established reusable components, CMS governance, accessibility standards, and stronger alignment across Product, Engineering, Marketing, and business stakeholders.

LEADERSHIP CAPABILITIES

Design & Experience Leadership • Product & Experience Strategy • Portfolio Strategy • Team Development • Human-Centered Design • Service Design • Design Operations • Research Strategy • Design Systems & Governance • AI & Automation Strategy • Enterprise Platforms • Salesforce Strategy • Cross-Functional Leadership • Executive Stakeholder Alignment • Accessibility / WCAG / Section 508 • Organizational Change

TECHNOLOGY & METHODS

Salesforce Service Cloud • Experience Cloud • SLDS • Flow • Figma • Miro • Jira • Confluence • Analytics • Agile / Scrum • Journey Mapping • Service Blueprinting • Prototyping • Usability Testing

EDUCATION & CREDENTIALS

Salesforce — Platform Strategy Designer Certification

Interaction Design Foundation — UX Management: Strategy and Tactics

International Academy of Design — BA, Graphic Design