

GABE SARGENTI

Design Leader | UX Strategy | B2C | B2B | SaaS | AI Innovation

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SUMMARY

Motivated Design leader with over 20 years of experience leading and empowering teams to deliver exceptional user experiences and innovative products that drive business results. I'm passionate about building inclusive, high-performing design cultures and excel at translating complex goals into clear, compelling visions. My leadership approach fosters strong collaboration, and stays ahead of evolving industry trends and technologies.

EXPERIENCE

UX Design & Strategy

10/2024 - Present

Freelance - B2B | B2C | SaaS

- Provide strategic UX consulting to startups and enterprises, aligning design strategy with business goals to drive measurable impact.
- Conduct UX audits, usability studies, and design system implementations to improve conversion, adoption, and customer satisfaction.
- Facilitate product strategy workshops and coach design teams to increase design maturity and operational efficiency.
- Advise on AI-powered experiences, accessibility, and scalable design practices to position companies for growth.
- Deliver business-focused outcomes, ensuring design investments translate into measurable ROI.

Product Design Manager

2019 - 10/2024

Intuit - Fintech Products

- Led design for a \$8B+ product serving 7M+ users, growing 20% YoY.
- Delivered 25+ high-impact features, improving task completion by 44% and increasing attach rates by 56%, generating \$6.9M+ in annual incremental revenue.
- Championed customer-driven innovation, achieving 70% organic growth for a new offering within one month.
- Built and coached a high-performing team of 6; promoted 2 team members and boosted design quality scores by 25% YoY.
- Partnered cross-functionally with Product, Engineering, Marketing, and Research to deliver cohesive, customer-centric experiences.

Principal Product Designer

2018 - 2019

Intuit - B2B + B2C Service Design | Workflow Tools | Communication Systems

- Leading design experiences for communications, collaboration and information gathering (documents/feeds) across SaaS B2B and B2C platforms.
- Defined and led product design strategy for key initiatives, aligning experiences with business goals and customer needs.
- Shaped end-to-end design vision across multiple workstreams, influencing roadmaps and driving adoption of scalable design systems.
- Launched (standardized accounting workflows) resulting in 48% efficiency increase across service delivery.

Senior UX Designer

2016 - 2018

Intuit - Enterprise UX | Data Visualization | Client Insights Tools

- Responsible for designing the end to end experiences allowing Accountants to quickly view and understand the current state of their clients financials and QuickBooks files resulting in a 34% increase in Monthly Active User's.
- Responsible for designing the end to end user experience for the world's largest network of accounting professionals, resulting in an increase of 230% lead generation post launch.

Senior UX Designer

2011 - 2016

Realtor.com (Move,Inc/News Corp.) - Property Tech | Mobile Design | International Expansion

- Led design for the Realtor.com Android app scaling it from <5K to 5M+ downloads with a 4.6-star rating in Google Play.
- Delivered end-to-end experiences for core mobile workflows including home search, saved listings, and agent communication.
- Redesigned flagship pages Find a REALTOR®, Realtor.com International, and Moving.com, driving increased engagement across global real estate audiences.

Web Designer

2008 - 2011

Workin.com - Job Board Platform | Multi-site Management | Brand UX

- Designed and maintained 120+ websites across industries (healthcare, real estate, employment, etc.), each tailored for regional job markets.
- Created digital collateral (ads, banners, identity assets) to support brand growth and marketing campaigns.
- Delivered wireframes, storyboards, and prototypes while working cross-functionally with marketing and engineering teams to enhance UX and SEO performance.

EXPERIENCE

Owner/Designer/Developer

2004 - 2008

Sargenti Media - Freelance | Local Real Estate Branding | Custom CMS Solutions

- Increased customer acquisition by 85% through development of tailored brand identities, custom websites, and localized marketing strategies.

KEY PROJECTS

AI-Powered Financial Intelligence

Led the design of a digital CFO tool leveraging generative AI, NLP, and industry benchmarking to drive informed decision-making.

Accountant Product Vision (QuickBooks)

Developed a scalable product vision, aligning stakeholders across design, product, and engineering with a clear roadmap for AI-powered, user-centric evolution.

QuickBooks Ledger Launch

Designed and launched a simplified tax-year accounting solution for professionals, achieving 70% organic adoption in the first month and filling a critical market gap.

Realtor.com Mobile Experience

Redesigned Android experience, boosting app store ratings and user adoption by millions across U.S. property search journeys.

SKILLS AND EXPERTISE

Leadership, Management, Product Design, Leadership Design, Team Management and Hiring, Cross-functional Collaboration, Driving Alignment Across Teams, Culture Building, Facilitation, Strategy, Business Impact, UX Strategy, Vision, Business Outcome-Driven Design, Data-Informed Design Decisions, Revenue Growth, Retention Growth, Execution, Speed, Operational Efficiency, Design Craft, Execution Product Design, Interaction Design, Prototyping, Seamless End-to-End Experiences, High-Impact User Experiences, Accessibility, Inclusive Design, Design Systems, Scalability, User-Centered Innovation, User-Centered Design, Design Thinking, Client-Centered Research, Discovery, Product Discovery, Validation, Experimentation, Iteration, Innovation, Continuous Improvement, Problem Solving, Domain Expertise, AI Communication, E-commerce, Consumer Tech, Customer Obsession, Enterprise SaaS Design, B2B, B2C, Figma, Adobe CC, Axure, Sketch

EDUCATION

Bachelors of Science - Communication Design

2001 - 2003

California State University, Monterey Bay

Business Administration - Associate in Science for Transfer Degree

1999 - 2001

Cabrillo College

TRAINING / COURSES

Design for Delight (Intuit Foundations) - Empathy-driven innovation with rapid experimentation

Innovations Catalyst - Customer-driven problem solving and team coaching and facilitation

A4A Awesome Assessor - Talent evaluation & mentorship

City Map Training Module 1,2,3 - Hierarchical structures of capabilities tailored for customer value

VOLUNTEERING

Mentor

Coaching new design talent in rotational programs

Save Our Shores

Actively participate in beach cleanup events, helping communities and ocean conversation across the Monterey Bay

We Care Give Back

Donate time at Second Harvest Food Bank helping to sort and box the fresh produce and healthy groceries to help end hunger