

# GABE SARGENTI

Design Leader | UX Design | Product Design

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## SUMMARY

Experienced Product Designer with over 20 years of creating intuitive, impactful user experiences and innovative products that deliver measurable business results. Skilled at turning complex problems into clear, elegant solutions and staying ahead of evolving industry trends and technologies. Passionate about inclusive, human-centered design that drives customer and business success.

## EXPERIENCE

### UX Design & Strategy

2025 - 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 - 2025

Intuit - QuickBooks Online Accountant (Financial tech)

- Design leader for the QuickBooks Online Accountant product with 7M+ customers and \$8B+ in annual revenue growing 20%+ per year
- Led the launch of high-impact initiatives that **improved task completion by 44%, increased attach rates by 56%, and drove 70% organic growth**, resulting in **over \$6.9M in annual incremental revenue** through customer-driven design
- Delivered **25+ high-impact features** across QuickBooks Online Accountant platform
- Built and mentored a high-performing team of **6 designers; 2 direct reports promoted**, with a **25% YoY** boost in team quality scores, driving strong engagement and measurable impact on annual revenue and growth

### Principal Product Designer

2018 - 2019

Intuit - QuickBooks Live Services (Financial tech)

- 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 - QuickBooks Online Accountant (Financial tech)

- 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

- Designing the entire Realtor.com Android mobile app end to end experience, resulting in **5M+ users** and **4.6-star rating** in Google Play Store
- Responsible for redesigning the Find a REALTOR®, Realtor.com International, and Moving.com experiences

### Web Designer

2008 - 2011

Workin.com - Job board software

- Designed and maintained 120+ websites across industries (healthcare, real estate, employment, etc.) for millions of users, developed online collateral, created prototypes, and collaborated on marketing and brand initiatives to strengthen online presence and achieve business goals.

### Owner/Designer/Developer

2004 - 2008

Sargenti Media - Property Tech

- Increased customer acquisition by 85% developing personalized websites and brand identities for local area real estate firms and services

## KEY PROJECTS

### Intuit Accountant Vision

Led the vision for next-gen QuickBooks Accountant product. AI-powered, user-centric, and scalable, aligning cross-functional teams, securing executive buy-in, and driving strategic product direction.

### Realtor.com Android App

Designed a new Android experience that helps users find, buy and sell real estate properties across the United States. It went from less than 5k downloads to over 5MM within 2 years and a rating increase from 2 to 4.6-stars within the Google Play Store.

### QuickBooks Ledger Product

A new QuickBooks Online product designed exclusively for accounting professionals to manage their year-end, tax-only, and low-transaction clients. 70% organic GNS increase within one month after launching.

### AI-powered financial intelligence

A digital CFO experience that delivers faster, more informed decision-making through generative AI, natural language interactions, and deep industry benchmarking to help leaders run their businesses more effectively.

## 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, Sketch, Adobe

## EDUCATION

**Bachelors of Science - Communication Design**  
California State University, Monterey Bay

2001 - 2003

**Business Administration - Associate in Science for Transfer Degree**  
Cabrillo College

1999 - 2001

## TRAINING / COURSES

**Design for Delight (Intuit Foundations) - A course that helps identify big unsolved problems, gain customer empathy, run quick experiments with actual customers, test assumptions, pivot if needed, and much more.**

**Innovations Catalyst - Helping teams apply Customer Driven Innovation and Design for Delight**

**A4A Awesome Assessor - Asses top talent and potential candidates nominated by BU**

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

## VOLUNTEERING

### Mentor

Support and help new designers grow through rotational programs within my team

### 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