

Gabe Puckett

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Experience

Silicon Mountain Technologies (SMT) — UI/UX Designer (Jr → Mid-Level)

Feb 2022 – Mar 2025

- **Led discovery research study** with 12+ user interviews identifying critical workflow gaps, then designed a **rollup dashboard** consolidating 15+ data sources—**saving 100+ staff hours weekly** for 500+ Space Force personnel
- **Participated in 4 discovery studies** across government teams, progressing from note-taker to **leading synthesis workshops** and creating **FigJam research frameworks** that became team standards
- **Built a 40-50 component design system** for secure government applications with full documentation, enabling **6 Space Force developers** to implement designs independently without UX handoff
- **Improved task success rates by 30%** through iterative usability testing and design refinement, directly contributing to **\$1.2M+ in projected annual savings** through reduced errors and streamlined workflows (engineering estimates)
- **Developed and taught UX 101 curriculum** training 6 developers in user-centered design principles, and led visual design workshops for 20+ company employees across disciplines
- Presented research findings and design recommendations to **government program leadership** including colonels, translating technical UX decisions into operational value and mission impact

Homies — Founder & Product Designer

2024 – Present

- Increased booking conversion rates by designing an end-to-end **booking experience**, driving a **21% lift in conversions**.
- Accelerated feature deployment with a scalable **design library** and **system architecture**, reducing build time by **34%**.
- Informed product direction by conducting **user research, usability tests, and a JTBD study** with short-term rental hosts, generating insights that shaped onboarding flows and booking tools.

10K Athletics — Product & UI Designer (Contract)

2025

- Increased efficiency with a **design system** using tokens and variables, reducing design and development time by **25%** (developer reports).
- Improved cross-team consistency by applying **atomic design methodology** to dashboards, leading to reuse across multiple designers.

Casa de la Cruz — Visual & Brand Designer

2023

- Increased direct guest bookings with a **conversion-optimized website**, resulting in a **20% YoY increase**.
- Built brand trust by delivering a cohesive **brand and UI system**, consistently applied across digital touchpoints.

Education & Skills

- UX Design Bootcamp, Bethel Tech (2022) • Google UX Design Certificate • Certified ScrumMaster • M.S. Education, Touro College • B.A. History, Wheaton College
- **Skills:** Design Systems • User Research • Usability Testing • Prototyping • Interaction Design • Flows • Visual Design • Figma • FigJam • Webflow • Framer • Adobe Creative Suite • AI-assisted Workflows • Cross-Functional Collaboration • Stakeholder Alignment