

GABE CONTRERAS

Product Designer

6+ years of experience
Bay Area, California

www.gabemadethat.design
info@gabemadethat.design
+1 415 710 4920

About Me

I'm a classically trained Industrial Designer turned Product Designer by way of loving the fast iterative process inherent to developing digital products.

My super power is maintaining a beginners mindset. And because no one asked, my In-N-Out order is a #1, whole grilled onions, extra tomato, two fries, and a large Neapolitan shake.

Education

San Jose State University

2017

Industrial Design (BS)

Alpha Tau Omega Fraternity

Skills

Figma, Adobe CC
Sound Design
Solidworks, C4D, CAD
Sketching
Human Centered Design
User Research
Product and Design Strategy
Stakeholder Alignment
0 to 1 Product Development
Low / High Fidelity Prototyping

Outside of the 9-5

All Things Burning Man Related
Music Production (Ableton)
Motorcycle Enthusiast
Health & Fitness
Snowboarder
Beer Nerd

Experience

Cruise AV

Mar 2023 - Current | Sr. Product Designer

Operational Tooling

Currently building out internal software solutions that will unblock Cruise's ability to scale into new markets and supercharge our operations.

Burning Man

Jan 2022 - Current | Placement Team Volunteer

Placement

The Placement Team are year-round volunteers who facilitate the placement process, work directly with every camp, and make the map of Black Rock City. In 2022, our team of 27 volunteers placed over 1,600 camps—totally over 70k participants + staff!

Opendoor

Sep 2019 - Sep 2022 (3 yr) | Product Designer

Lead, Open Exchange (Enterprise)

Designed an institutional real estate platform to service Opendoor's enterprise customer. This platform enables a 2 sided marketplace between institutional buyers and sellers (opendoor, direct consumers, agents, other institutions). Key results include improving operator SLA adherence from 15% to over 90% and increased the number of COEs (Close of escrow) from 317 to 1,327 in a 7 month period.

Uber

Feb 2018 - Oct 2019 (1 yr 9 mo) | Product Designer

Co-Lead, Fleet Operations

Shipped a mobile app that enabled warehouse personnel to triage, repair, and track the statuses of their fleet (bikes and scooters). The impact of the project could be measured in Uber's ability to scale a San Francisco pilot capped at 500 bikes to a global fleet of 200,000 bikes in less than 18 months.

Jun 2017 - Feb 2018 (9 mo) | Associate Designer

Vehicle Solutions

Part of the founding Micro Mobility team at Uber. The initial experience we created for our bike share pilot would go to influence a future redesign of the Uber app that prioritized alternative modes of transportation. Due to the pilot's success, Uber would then go on to acquire the bike share company JUMP for \$200 million.

Summer 2015, 2016 (8 mo) | Product Design Intern

Growth Marketing & Exchange Leasing

Contributed to the marketing and product design team responsible for all growth initiatives at Uber—the fastest growing company in history.