

TATE BRUCKNER

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Senior Product Designer and founder. I design for people making fast decisions under pressure. At UniGroup I own design for two enterprise product teams, where my work grew one feature's usage 50x and saved \$100K in freight costs. I also founded Captain, a sports team app I designed and shipped solo with AI on iOS, Android, and web. Before design, I was a college head coach, which is where I learned to lead.

CORE EXPERTISE

Product Strategy | User Research | Stakeholder Alignment | Interaction Design | 0–1 Product

Usability Testing | Design Systems | AI Prototyping & AI Features | Mobile Design (iOS/Android) | Figma

EXPERIENCE

SENIOR PRODUCT DESIGNER | UNIGROUP

Feb 2025 – Present

- Own design end to end for two enterprise product teams, each with a product owner and 5–7 engineers, setting design direction and tradeoffs for complex logistics workflows.
- Rebuilt Saved Views to help 500+ users move off a legacy system. Usage went from about 30 saved searches ever to 1,500+ saved views in 6 weeks (50x). I presented the case to senior leadership, and it became a shared component used in 3 apps (2,600+ views).
- Led design for moving the central operations team off the mainframe: exception approvals and order messages, two time-sensitive workflows shaped by one research effort. Both launched, measured on revenue protected and response time.
- Brought AI prototyping to the UX team: set up a shared code repository with our software engineering director, trained every designer, and built the team dashboard where everyone publishes their work. The team now prototypes this way on every project.
- Led 15 training sessions and 2 webinars for 500+ users during the platform migration, and sit on the UX team's interview panel for new designers.
- Build and maintain Airtable and Retool apps that automate UX operations and business workflows across departments.

FOUNDER & PRODUCT DESIGNER | CAPTAIN

Mar 2026 – Present

Side Venture – Cross-platform Team Management Platform

- Designed, built, and launched a subscription team management app on iOS, Android, and web by myself, about 5 months from first line of code to launch.
- Shipped 2 AI features coaches use: turning a photo of a paper scorebook into player stats, and turning rough notes into clear team messages.
- Designed privacy in from the start for youth teams: guardian linking, and access rules enforced in the database.
- Added a fan experience after coaches asked for it, and chose not to build live scoring or payments to keep a one-person product focused.

PRODUCT DESIGNER | UNIGROUP

Sep 2022 – Feb 2025

- Designed carrier assignment in 2 weeks when a vendor change removed automation. Planners chose the lowest-cost carrier 99% of the time, saving \$100K.
- Dedicated designer for the Marketplace and Move logistics apps: personas, journey maps, and ongoing improvements.
- Contributed to the company design system, including accessibility and documentation.

UX/UI DESIGNER | MOMENT STUDIO

Mar 2022 – Sep 2022

- Designed responsive web apps and high-fidelity interfaces for client products, from discovery through developer handoff.

SALES DEVELOPMENT REPRESENTATIVE | THE PIPELINE GROUP

Aug 2021 – May 2022

- Built relationships with prospective enterprise clients and presented tailored software solutions that generated pipeline growth and strengthened consultative communication skills.

HEAD SOFTBALL COACH | MOUNT MARTY UNIVERSITY

Jan 2017 – Jul 2021

- Led all aspects of an NAIA collegiate softball program, managing a \$30K annual budget while recruiting, mentoring, and developing 30+ student athletes, strengthening leadership, communication, strategic planning, and organizational skills.

EDUCATION



M.S. SPORTS ADMINISTRATION

ARKANSAS STATE UNIVERSITY



B.A. EXERCISE SCIENCE

MOUNT MARTY UNIVERSITY



UX/UI DESIGN BOOTCAMP

AVOCADEMY