Gabriel Velez

PRODUCT DESIGN & DEVELOPMENT

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WORK EXPERIENCE

A&N Online Marketing / Chief Technical Officer
APR 2022 - PRESENT (REMOTE)

- Strategized, designed, and built all eleven of their different web properties, mostly using custom PHP, HTML, & CSS code, running on Wordpress with the intent to improve overall website user experience.

- Coordinated with team to understand desired branding & strategize over sales outcomes for each of the different web properties.

- Designed deliverables for all events which resulted in increased awareness and engagement.

- Analyzed data and ran AB tests to improve overall performance to increase overall website traffic conversions by 10% yearly.

Integrate / Product Designer
JAN 2019 - JUL 2021 (REMOTE)

- Assisted in communication with Integrate after their acquisition of ListenLoop, serving as a design and sales conduit to understand Integrate's new ABM (Account Based Marketing) product.

- Collaborated with Integrate's product improvement team to enhance the user experience of their Integrate Demand Cloud product.

- Led the discovery & redesign of their Asset Library, gathering feedback from customers like Microsoft.

- Streamlined the design system, ensuring that all colors were WCAG 2.0 (Web Content Accessibility Guidelines) compliant, and creating mockups using design software and HTML/CSS/JS code.

ListenLoop / Design Lead
AUG 2017 - JAN 2019 (LONG ISLAND NY, REMOTE)

- Sole product designer at the ABM (Account Based Marketing) startup, improving the customer onboarding experience and designing various parts of the product.

- Developed initial front-end HTML for the Web Personalization and Retargeting services.

- Conducted customer product demos to assist in sales.

DesignOnCue / Freelance
DEC 2014 - JUL 2017 (YONKERS NY)

- Provided full-service design solutions to small and mid-sized businesses, including brand strategies, web design, and development.

SKILLS

Design:
Strategy Presentations
Concept Sketches
Wireframes & Mockups
Design Systems
Presentation Decks
Landing Pages
A/B Testing

Tools & Frameworks:
Figma
Adobe CC
Sketch
Invision
Git / NPM
GitLab

Sublime Text
Trello / Jira
Asana
Wordpress
Firebase

Languages:
HTML / CSS
PHP
Javascript
React.js
Gatsby.js

EDUCATION

**CUNY –
City College of New York**

Bachelor of Arts / NEW YORK NY

Communications Degree with concentration in Advertising & Public Relations.