

Gabriel Velez

Product Designer

2033 149th Street, Whitestone, NY 11357

gabe.velez@gmail.com

347.661.3842 / @gabevelez

Experience

Integrate / Product Designer

JANUARY 2019 - JULY 2021, REMOTE

As part of Listenloop's acquisition, I served as a design & sales conduit for Integrate to understand their new ABM product. I also worked with their product improvement team to improve the user experience of their Integrate Demand Cloud product. Ran discovery & redesign of their Asset Library, working with customers, namely Microsoft, for feedback. Streamlined our design system, auditing colors to be WCAG 2.0 compliant, & creating mockups using design software and basic HTML / CSS / JQuery code to show proper interaction.

ListenLoop / Product Designer

AUGUST 2017 - JANUARY 2019, LONG ISLAND, NY / REMOTE

As the only product designer at this startup, I worked to improve the customer onboarding experience as well as design & front-end development of the numerous parts of the product. Specifically designed & built front-end HTML for our Web Personalization & Retargeting services. Also did customer product demos to assist in sales.

Brooklyn Philharmonic / Creative Services Coordinator

AUGUST 2007 - NOVEMBER 2008, BROOKLYN, NY

I was responsible for all visual branding & designs for seasonal programs, working directly with different departments to design various materials to support their causes. I was hands-on designing all print and web materials, including coded HTML email newsletters, designing large format display ads, slide presentations, and press kits.

DesignOnCue / Founder

MARCH 1994 - PRESENT, FREELANCE

Serves as a freelance full-service design shop, serving small to mid-sized businesses - providing brand strategies, web design & development.

Education

CUNY City College of New York / Bachelor of Arts

GRADUATED AUGUST 1999, NEW YORK, NY

Bachelor of Arts Degree specialized in Public Relations & Advertising.

Skills & Tools

Figma, Adobe Creative Cloud (XD, Illustrator, Photoshop, Premiere Pro, & InDesign) Anima, Sketch, Invision, Trello, Jira, Confluence, HTML, CSS, ReactJS, GatsbyJS, Storybook, PHP, JQuery, Wordpress, Git, NPM, Bootstrap