

# Gabriel Velez

## Product Design + Development

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### SUMMARY

Multidisciplinary product designer and technical strategist with over a decade of experience designing, building, and scaling digital platforms across web, mobile, and event-driven ecosystems. Combines deep UX/UI design expertise with hands-on full-stack development to deliver highly functional, conversion-optimized digital experiences. Specializes in end-to-end product ownership, from initial design concepts to frontend development and deployment.

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### STRATEGIC IMPACT & ACCOMPLISHMENTS

- Founded and launched Toktix, a custom mobile ticketing platform with Event Pages, QR tickets with scanning functionality, Stripe Connect to take payments, and a full Firebase backend infrastructure.
  - Improved year-over-year conversion rates by 10% across A&N Online Marketing's 11+ properties through design improvements and UX experiments.
  - Directed all visual and product design at ListenLoop and Lootfeed, including frontend development and design systems.
  - Managed cross-functional product teams (2–3 devs) to launch Lootfeed, a gamified Fintech application with real-time updates and Plaid Link integration.
  - Delivered branded websites & marketing systems for NYC-based event properties with millions in real ticket revenue annually.
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### WORK EXPERIENCE

#### A&N Online Marketing / Lead Product Designer & Developer

APR 2022 – PRESENT (REMOTE)

- Led design and technology across 10+ high-traffic entertainment and event websites, powering major ticket sales in NYC, Las Vegas, and Miami.
- Sole designer and technical lead across a portfolio including NYCNewYears.com, AfterPromCentral.com, and NYCHalloweenParties.com.
- Designed and engineered custom Wordpress themes using PHP, HTML/CSS, and Javascript, ensuring responsive performance and brand consistency.
- Created all marketing collateral and branding systems for event promotions, resulting in multimillion-dollar ticket sales annually.
- Directed the digital strategy across the entire property group, aligning product, design, SEO, and analytics for peak performance.
- Increased conversion rates by 10% YOY by executing A/B tests and improving user flows, page speed, and mobile UX.
- Managed cross-site deployments and modular design templates to reduce time-to-launch by 30% during high-volume sales seasons.

## **Integrate** / Product Designer

JAN 2019 – JUL 2021 (REMOTE)

- Acted as product liaison post-acquisition of ListenLoop, supporting the UX integration into the Integrate Demand Cloud.
- Led redesign of the Integrate Asset Library for enterprise users, using client feedback from Microsoft and others.
- Refined the Integrate Design System for accessibility and maintainability (WCAG 2.0), delivering coded frontend prototypes in HTML, CSS, and JS.

## **ListenLoop** / Design Lead

AUG 2017 – JAN 2019 (LONG ISLAND, NY / REMOTE)

- Sole designer at this Account-Based Marketing (ABM) startup; handled product UX, brand design, and frontend development.
- Improved customer onboarding and supported sales through custom product demos and interaction flows.
- Built foundational front-end for personalization and retargeting tools.

## **DesignOnCue** / Freelance Designer & Developer

DEC 2014 – JUL 2017 (YONKERS, NY)

- Delivered full branding, UX design, and development for small-to-mid-sized businesses in multiple industries.

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### SELECTED PROJECTS & STARTUPS

## **TokTix** / Solo Founder & Engineer

SEP 2024 – PRESENT

- Designed and built a digital ticketing platform using React Native, Expo, Firebase, Next.JS and Stripe.
- Integrated Google Maps, dynamic event URLs, and real-time QR ticket scanning.
- Managed all product, brand, and code execution independently.

## **Lootfeed** / Co-founder & Head of Design / Development

2019 – 2023

- Directed UX, visual design, and frontend React dev for a gamified fintech mobile application.
- Managed team sprints, data structure, and launch strategy using Firebase and React.

## **Gamechat** / Co-founder & Head of Design / Development

2015 – 2018

- Led design and vision for a mobile messaging app for gamers.
- Produced app visuals, explainer video, QA testing, and design systems.

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### EDUCATION

CUNY – City College of New York

Bachelor of Arts — Communications / PR & Advertising

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### SKILLS

DESIGN: Wireframes, Mockups, Design Systems, Presentation Decks, Landing Pages, A/B Testing

LANGUAGES: HTML, CSS, PHP, Javascript

AI TOOLS: ChatGPT, Claude, Cline, Copilot

FRAMEWORKS: React.JS, Next.JS, React Native

TOOLS: Figma, VS Code, Claude Code, Cursor, WindSurf, Firebase, Wordpress, Vercel, Expo, Github, NPM, Jira, Asana, Trello, Crazy Egg, Semrush, Google Analytics, Google Tag Manager, Adobe CC