

# Gabriel Velez

## Product Design + Product Development

gabevelez.com • gabe.velez@gmail.com • 347.661.3842 • @gabevelez

---

### 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 0-1 product ownership, from initial design concepts to frontend development, deployment and refinement.

---

### STRATEGIC IMPACT & ACCOMPLISHMENTS

- Founded and launched Toktix, a custom mobile events platform with web pages for experiences, QR tickets with advanced scanning functionality, Stripe Connect to handle payments, and a full Firebase backend infrastructure.
  - Improved year-over-year conversion rates by 15-18% across A&N Online Marketing's 11+ digital properties through design improvements and UX enhancements.
  - Directed all visual and product design at all positions, 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 fully-branded websites & marketing systems for NYC-based event properties with millions in annual revenue.
- 

### WORK EXPERIENCE

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

APR 2022 - PRESENT (REMOTE)

- Increased conversion rates 15-18% YOY by designing and executing A/B tests that improved user flows, page speed, and mobile UX across high-traffic entertainment and experience websites in New York, Las Vegas, and Miami.
- Led full-stack development of 10+ WordPress sites (NYCNewYears, AfterPromCentral, NYCHalloweenParties) using PHP, HTML/CSS, and JavaScript, driving millions in sales revenue through optimized performance and brand consistency.
- Reduced site launch time by 30% by creating modular design templates and streamlined deployment processes, enabling faster go-to-market during high-volume revenue seasons.
- Directed digital strategy across the entire property group, aligning product design, SEO, development, and analytics to deliver cohesive brand experiences and measurable business outcomes.
- Designed complete marketing systems and branding for event promotions, creating collateral that powered multiple million-dollar revenue campaigns across multiple cities.

## **Integrate** / Product Designer

JAN 2019 – JUL 2021 (REMOTE)

- Acted as product liaison post-acquisition of ListenLoop, developing and supporting the UX integration into the Integrate Demand Cloud.
- Led redesign of the Integrate Asset Library for enterprise users, utilizing feedback from Microsoft and other clients.
- 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 for Account-Based Marketing (ABM) startup; handled product UX, brand design, and frontend development.
- Improved customer onboarding and supported sales revenue through unique product demos and front-facing interaction flows.
- Built foundational front-end for web personalization and advertising 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 (SMBs) across multiple industries.

---

### SELECTED PROJECTS & STARTUPS

## **TokTix** / Founder & Development Engineer

SEP 2024 – PRESENT

- Designed and built a digital ticketing platform using React Native, Expo, Firebase, Next.JS and Stripe.
- Integrated Google Maps, dynamic events, and real-time QR ticket scanning.
- Built and 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 Gamechat, a mobile messaging app for gamers.
- Created and produced app visuals, explainer video, QA testing, and design systems.

---

### EDUCATION

CUNY – City College of New York

Bachelor of Arts — Communications / PR & Advertising

---

### 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