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.

EDUCATION

City College of New York (CUNY)

Bachelor of Arts

Communications
Public Relations
& Advertising

SKILLS

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

Languages:
HTML, CSS, PHP, JS

AI / Automation:
ChatGPT, Claude, Cline, Copilot

Frameworks:
React.js, Next.js, React Native, Expo

Tools / Platforms:
VS Code, Cursor
Windsurf, Figma
Adobe CC, Asana
Jira, Trello, Git, NPM
GitLab, Vercel
Wordpress, Firebase

SELECTED PROJECTS & STARTUPS

Lootfeed – Co-Founder, Head of Design & Development
Jan 2019 – Jun 2023
• Led a small engineering team (2–3 developers) to build and maintain a web platform using React, Firebase
• Managed all product design, UX strategy, and development sprints, ensuring efficient coordination between
• Delivered full-stack features from landing pages to database architecture, improving marketing performanc

Gamechat – Creative Lead & Co-Founder
Apr 2015 – Aug 2018
• Directed a cross-functional team of engineers and designers to build a mobile messaging app for gamers.
• Oversaw product vision, branding, UI/UX design, and engineering milestones across app and marketing as
• Produced the explainer video, led QA and testing, and maintained visual design systems for consistency ac

TokTix – Founder & Solo Developer
2022 – Present
• Designed and built a ticketing platform using React Native, Firebase, and Stripe, with features like QR code
• Executed all product development, UI/UX, branding, and backend infrastructure independently.
• Architected integrations with Google Maps, custom event links, and a checkout flow for live event transactio