

Gabriel Velez

Product Designer

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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 startup, improving the customer onboarding experience and designing various parts of the product.
- Developed front-end HTML for the Web Personalization and Retargeting services.
- Conducted customer product demos to assist in sales.

DesignOnCue / Freelance

DEC 2008 – JUL 2017 (YONKERS NY)

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

SKILLS + PROFICIENCIES

Design:

Strategy & Vision Presentations
Concept Sketches
Wireframes & Mockups
Production Redlines
Style Guides & Design Systems
Presentation Decks
Landing Pages & A/B Testing

Tools:

Figma
Adobe Creative Suite
Git / NPM
Sketch
Invision

Languages:

HTML
CSS
PHP
JS

EDUCATION

CUNY City College of New York Bachelor of Arts

AUG 1999, NEW YORK NY

Communications Degree with
concentration in Advertising &
Public Relations.