

Gabriel Velez

Product Design + Product Development

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PROFESSIONAL SUMMARY

Multidisciplinary Product Designer and Product Developer with 10+ years of experience designing, building, and scaling digital platforms for web, mobile, and event-driven ecosystems. Combines deep UX/UI design expertise with full-stack development skills to create conversion-optimized, user-centric experiences. Specialized in 0-1 product ownership from design concept to full deployment.

CORE COMPETENCIES

Product Design • UX/UI • Design Systems • Prototyping • User Research • Usability Testing • SEO • Analytics • Stakeholder Management • Brand Strategy • Event Platform Design

TECHNICAL SKILLS

Languages: HTML5, CSS3, JavaScript, PHP

Frameworks & Libraries: React.js, Next.js, React Native, Expo, Firebase

Tools: Figma, VS Code, Vercel, GitHub, NPM, Jira, Asana, Trello, Adobe Creative Cloud, Canva, Google Analytics, Google Tag Manager, Semrush, Crazy Egg, PostHog, WordPress

AI Tools: ChatGPT, Claude Code, Copilot, Cursor, Windsurf, Cline

Other: WCAG Accessibility, Stripe Integration, A/B Testing, Responsive Design.

PROFESSIONAL EXPERIENCE

A&N Online Marketing / Lead Product Designer & Product Developer APR 2022 - PRESENT (REMOTE)

- Increased conversion rates 15–18% YoY through UX/UI improvements, A/B testing, and performance optimizations.
- Led full-stack development for 10+ WordPress sites supporting multi-million-dollar annual sales.
- Reduced site launch time by 30% using modular design templates and streamlined deployment.
- Directed digital strategy aligning product design, SEO, analytics, and branding across multiple properties.

Integrate / Product Designer JAN 2019 - JUL 2021 (REMOTE)

- Supported post-acquisition UX integration of ListenLoop into Integrate Demand Cloud.
- Led enterprise redesign of Asset Library leveraging feedback from major clients (e.g., Microsoft).
- Refined Design System for WCAG 2.0 accessibility; delivered HTML/CSS/JS prototypes.

ListenLoop / Principal Product Designer

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/UI design, and development for various small to mid-sized businesses (SMBs) across multiple industries.

SELECTED PROJECTS & STARTUPS

TokTix / Founder & Development Engineer

SEP 2024 – PRESENT

- Built ticketing platform with React Native, Expo, Firebase, Next.js, and Stripe Connect.
- Integrated Google Maps, real-time event data, and QR scanning for mobile ticketing.
- Designed full brand and product experience end-to-end.

Lootfeed / Co-founder & Head of Design and 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 and 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