

# 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)

- Facilitated communication between Listenloop and Integrate during their acquisition, serving as a design and sales conduit to understand Integrate's new ABM 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 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.