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