Ezekiel Gavieres

Senior Product Designer

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SUMMARY

Senior Product Designer with 4+ years of experience designing B2B SaaS products across adtech, fintech, nonprofit, and healthcare. Specializes in 0→1 product design, complex workflow simplification, and research-led decision-making. Known for translating ambiguous requirements into clear, measurable design decisions that ship.

EXPERIENCE

Senior Product Designer · Blockboard   *New York, NY · Apr. 2025–Present*

- **Led 0→1 design** of an AI-powered self-service advertising platform, translating complex adtech workflows into intuitive experiences for campaign setup, optimization, and cross-channel analysis across CTV, mobile, and desktop.
- **Partnered with engineering** on AI-driven features end-to-end — from problem framing and research through prototype delivery — ensuring every solution addressed real client needs, not assumed ones.
- **Delivered polished prototypes weekly** for high-priority product decisions, earning consistent leadership recognition for bringing clarity and direction under tight deadlines.
- **Designed SSP reporting tools** that transformed complex system data into actionable insights for Business Development, directly supporting strategic media deal curation.

Product Designer · Vital Aging Network   *Lake Elmo, MN · Sept. 2024–Apr. 2025*

- **Led a full website rebrand and platform migration**, diagnosing donor engagement drop-off and rebuilding fundraising flows from the ground up to improve conversion across recurring campaigns.
- **Designed scalable platform architecture** to support long-term campaign growth, collaborating with stakeholders to align every UX decision with fundraising and retention goals.
- **Optimized donation flows and mobile responsiveness**, driving measurable improvements in conversion rate and cross-device traffic.

UX/UI Designer · Best Day of My Life So Far   *Philadelphia, PA · Sept. 2023–Aug. 2024*

- **Managed a high-stakes platform migration**, resolving scalability and stability concerns and achieving 95% stakeholder satisfaction at launch.
- **Streamlined CMS workflows** through redesigned content authoring patterns, reducing operational errors by 15% and meaningfully improving team efficiency.
- **Improved site performance** and accessibility, driving a 25% increase in organic traffic post-launch.

UX/UI Designer · Almond Fintech   *Brooklyn, NY · Jul. 2023–Nov. 2023*

- **Owned end-to-end mobile UX** — from customer interviews and persona development through wireframing, high-fidelity prototyping, and user testing — resulting in a 25% increase in customer retention.
- **Increased app engagement by 10% and downloads by 15%** through interaction design improvements to core mobile flows, validated with user testing before shipping.
- **Reduced bounce rate by 5%** by redesigning key user flows and information architecture based on behavioral data and direct user feedback.

SKILLS

Design: Product Design (0→1 & iterative), UX Research, Interaction Design, Prototyping, Information Architecture, Design Systems, Mobile & Web UI, Usability Testing, Stakeholder Facilitation
Tools: Figma, Adobe CC, Maze, Miro, Notion, Jira, Monday.com, WordPress, Squarespace
Domains: B2B SaaS, Adtech, Fintech, Nonprofit, Healthcare

CERTIFICATIONS

Google UX Design Specialization · **Packt Product Management for UX** · **Adobe Graphic Design** ·
Google Digital Marketing & E-Commerce

EDUCATION

UX Research & Design · University of Michigan   *2023*
B.Sc. in Exercise Science · Kean University · Magna Cum Laude   *2017*