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Dublin, Ireland

Gabriel Pauli

Senior Product Designer

I design products and ship ideas directly in code using AI tools. With a background in advertising agencies, I have 11 years of experience in design and worked across B2B and B2C SaaS, delivering web experiences from strategy and research through to user testing and visual design.

I thrive on ambiguous and complex problems where I can influence business strategy while staying hands-on, shaping the experience and visual craft.

Since last year I've been leading AI-first web experiences at an enterprise SaaS company, and contributing to what the designer role can be by running experiments, pitching to leadership, and upskilling designers to use AI tools to build and ship prototypes directly in code.

Verizon Connect

Oct 2022 - Present

Senior Product Designer

Enablement team (Onboarding)

- Leading strategy and delivery for an agentic onboarding experience targeting a beta with 200 new SMB customers in April. Delivering the front-end experience directly in code, creating prototypes, opening PRs, and working daily with engineering to ship faster.
- Pitched the agentic onboarding vision to VP and senior design leadership, focused on reducing early churn by guiding new customers to value across multiple product areas with an AI-driven experience.
- Building a company-wide AI-to-code program for designers, officially backed by leadership. Running a live experiment with a group of designers covering playbooks, repo access, machine setup, and shipping small UI fixes directly to production.

Analytics team

- Led design for Operational Insights, an AI product that monitors fleet data and surfaces text-based insights for enterprise customers. Ran a 6-month beta with 300 customers, 93% of whom rated the insight quality and accuracy positively in an in-product survey.
- Achieved 14% feature adoption in week one following a soft release to 30k users.
- Used moderated testing and A/B prototypes in Figma to validate readability and understand how customers interpret fleet data before launch.
- Worked closely with data science and engineering to shape the AI agent, iterating on prompts, language patterns, and output formats to improve insight quality and accuracy.

Connected Operations team:

- Redesigned the core vehicle management area, a legacy feature used across the entire platform, growing page traffic from 36K to 89K monthly visits, deprecating 4 legacy pages, and reducing maintenance costs by moving to 100% design system components.
- Ran card sorting with users to remap the information architecture before any design work started, which also helped engineering identify which APIs needed rebuilding.

- Designed a California compliance solution using user journey mapping and usability testing, helping customers avoid daily fines between \$1,000 and \$10,000 and improving retention for California accounts.

Cogna

Sept 2021 - May 2022

Product Designer

- Redesigned the information architecture for a legacy area of a graduation platform used by 500,000+ students. The legacy area had poor accessibility and unclear navigation. Iterative design and usability testing shaped the new structure.
- Redesigned core user flows for academic testing using A/B testing, improving how students navigated and completed key tasks on the platform.

Diwe

Sept 2020 - Sept 2021

Product Designer

- Identified through user interviews that students were abandoning courses because they couldn't find them again after starting. Designed an In Progress section to surface active courses, increasing course completion by 8% and reducing average course time from 30 to 16 hours.
- Facilitated design workshops for design vision and built the foundation for a design system as part of a platform redesign, resulting in a 43 point CSAT increase measured through monthly surveys.

Education

Bachelor's in Advertising - Brazil, 2018

Centro Universitário Fundação Assis Gurgacz

Courses & Certifications

How To Measure UX & Design Impact - 2025

KPIs, OKRs, Design Metrics

AJ&SMART Workshop Facilitation - 2024

Workshops, Stakeholder Management, Collaboration, Problem Discovery

Design Circuit - 2019

User Research, UX techniques, User Testing, User Journey Mapping

Skills

Claude Code; VSCode; Cursor; Copilot; Figma Make; Product Design; User Research; Usability Testing; A/B Testing; Figma; Prototyping; Design Systems; AI Product Design; Visual Design; Interaction Design; Accessibility Design; User Journey Mapping; Cross-Functional Collaboration; Data-Driven Decisions;