GABRIEL NEILA

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Product Design Leader | Enterprise SaaS | Data Visualization | Creative Technology

Product Design Leader with 10+ years of experience designing complex enterprise B2B SaaS products and 5 years leading distributed design teams across New York, London, and Dubai. Proven track record delivering 30% faster project completion and cutting development hours by 25% through clearer requirements, scheduling, and scope controls, helping the team meet deadlines in a consistent manner. Skilled in visual design, data visualization, accessibility, and front-end prototyping, while mentoring designers to senior roles. Ready to drive design excellence and operational efficiency to support product growth.. Fluent in English, Spanish, and Portuguese.

CORE COMPETENCIES

Product Design Management | **D**istributed Team Leadership | **C**oaching and Career Development | **P**erformance Management | **D**esign Critique | **D**esign Quality Standards | **D**esign Operations | **R**esource Planning | **W**orkflow Optimization | **S**takeholder Engagement | **C**ross Functional Collaboration | **P**roduct and Engineering Partnership | **E**nterprise B2B SaaS | **P**roduct Design | **C**ustomer Discovery | **I**nteractive Design | **D**ata Visualization | **V**isual Design | **L**ive Training | **T**echnical Prototyping | **A**I Assisted Design

TOOLS / TECHNOLOGY

Adobe Creative Suite | **F**igma | **H**TML | **C**SS | **J**avaScript | **G**enerative AI Tools (Claude / ChatGPT) | **T**echnical Prototyping | **C**omponent Libraries | **W**CAG 2.2 | **D**esign Systems

PROFESSIONAL EXPERIENCE

Product Design Manager | *Sprinklr* | *Austin, TX* | Dec 2021 - Aug 2026

- Managed 3 designers, briefly 4, across New York, London, and Dubai through quarterly goals, annual reviews, coaching, design critiques, career development, and workload planning, improving team alignment, workload balance, and professional growth.
- Increased monthly project completion by 30% through confirmed data requirements, a minimum 5-day build window for work and treating significant post-build changes as additional scope.
- Hired 2 junior designers, strengthened team members' product craft and stakeholder confidence through coaching and design critiques, and advocated for their advancement to Senior Designer.
- Served as a product-domain resource for the new Product Analyst by translating customer insights into workflow guidance and enhancement priorities, and collaborated with Engineering on navigation and drill-down features that improved customer implementations.
- Remained hands-on by conducting approximately 6 pre-sales platform demonstrations annually, leading quarterly internal refresher training, advising on product features, and supporting client work when project volume exceeded team capacity to maintain product knowledge and support client delivery.
- Led critiques and production reviews that strengthened visual quality, interaction design, accessibility, consistency, and technical feasibility across customer implementations.
- Owned design operations for intake, prioritization, resource allocation, and capacity planning, adjusting requests based on workload and business priorities to keep delivery aligned for a product averaging approximately 200 licensed customers annually.
- Revived the Sprinklr Display product by reframing its value for C-suite leaders during an executive leadership transition, helping restore sales attention and moving the product from maintenance mode in 2022 to updates and a relaunch in 2025.

Senior Product Designer | *Sprinklr* | *Austin, TX* | Jan 2017 - Dec 2021

- Earned a promotion to Product Design Manager, advancing into a product design leadership role.
- Joined during the acquisition of Postano and used the technology to help build Sprinklr Display, combining information design, visual craft, motion, and front end customization for command centers, events, and other DOOH format environments.
- Led discovery, creative direction, and production for approximately 40 customer implementations annually, identifying audience needs, environmental constraints, and priority metrics.
- Designed and built 36+ landing pages annually including login experiences and email templates for Sprinklr Advocacy, establishing reusable patterns that were later adopted by designers and incorporated as part of the product features.
- Developed 4 JavaScript and CSS prototypes based on customer feedback, reducing project development hours by 25% through configurable widgets.
- Translated complex enterprise dashboards into focused data stories for command centers, events, and executive spaces, balancing hierarchy, legibility, motion, interaction, and brand requirements.
- Delivered customer training with each completed implementation and created recorded sessions and task based quick guides that were adopted into the central product knowledge base.
- Worked with early adopters and customer-facing teams to identify product limitations, validate solutions, and refine recommendations, helping teams make informed decisions before broader use.

Senior Interactive Designer | *Sizmek by Amazon* | *Austin, TX* | Oct 2011 - Jan 2017

- Designed and built interactive rich media campaigns for high traffic properties including MSN, AOL, and Yahoo, combining visual design, motion, and hands on JavaScript, HTML, and CSS implementation for more than 20 entertainment and Fortune 500 clients.
- Partnered with a distributed Engineering team on complex builds, translating client objectives into technical requirements, assessing feasibility, and shaping alternative solutions when implementation constraints required a different approach.

Creative Developer | *Lin Digital, A Nexstar Digital Company* | *Austin, TX* | Aug 2010 - Sep 2011

- Developed reusable rich-media templates that streamlined production and provided configurable starting points for recurring campaign formats.

Interactive Designer | Dell Technologies | Austin, TX | Oct 2009 - Jun 2010

- Designed digital campaign assets in Adobe Creative Suite across consumer and small-business channels, applying design system and WCAG 2.1 standards while partnering with product, engineering, and stakeholders to deliver consistent, accessible experiences in a high-volume, cross-functional production environment.

Rich Media Designer | T3 / Now Material | Austin, TX | Jan 2007 - Feb 2009

- Served as the primary designer for assigned accounts, using Adobe Creative Suite and technical prototyping to create rich-media campaigns for retail, hospitality, and entertainment brands, including JCPenney, Marriott, and Universal Studios, helping these clients deliver interactive brand experiences.

EDUCATION

Master of Fine Arts in Media Design, Sept 2010 - Oct 2011
Full Sail University | Winter Park, FL

Associate of Science in Digital Arts and Design, Feb 2005 - Mar 2006
Full Sail University | Winter Park, FL

Bachelor of Science in Information Technology, Aug 1999 - May 2004
Universidad de Monterrey | Monterrey, MEX