

Gabriel Garcia

gabegarcia@me.com | (609) 851-9581 | garciagabe.com

Experience

Himedi, Inc. | *Designer*

Dec 2024 - Present

- Solely responsible for 0-to-1 product design for a medical-travel startup's U.S. launch, spanning the homepage, checkup configurator, booking flow, and **195-page storefront**.
- Designed and shipped every screen to production every screen and across **four MVP releases**, leveraging AI-assisted coding tools to translate Figma designs into deployed storefront code.
- Led the design and launch of the February 2026 concierge repositioning, increasing conversion **86%** in just eight weeks—the company's largest sustained gain in tracking history. In Q1 2026, weekly sessions grew **162% YoY**, conversion rose from **0.90% to 0.98%**, and revenue per session climbed **155%**.
- Owned UX/UI design for a storefront that generated **245K sessions** and **\$2.0M in revenue**; the homepage served as the entry point for **42% of orders** and **37% of revenue**, while the checkup builder accounted for an additional **13%**. Organic search generated **94.9K sessions**—nearly **10×** paid social.
- Established client-facing brand and visual direction—including palette, type scale, and imagery standards—and built the storefront's first UI component library with **30 components** and **59 design tokens**, extending the system across the storefront, clinic brochures, and campaigns.
- Rebuilt an outdated clinic-brochure catalog into **36 SEO-** and conversion-optimized landing pages routing users to the checkup builder; **32 pages** generated **10.7K views**.
- Built an AI-assisted image generation pipeline that produced **400+** storefront and campaign assets across **82 page designs** and **33 surfaces**.
- Owned creative for every launch and grew Himedi's Instagram from **2K to 25K followers** across **300+ posts**, generating **20.4K sessions** and **\$74K** in organic-social revenue.

TEDxPenn | *Design Team*

Sept 2023 - April 2024

- Co-led the visual identity and campaign creative for TEDxPenn 2024, translating the event brand across team apparel, sponsored merchandise, social media GIFs, and promotional animations.

Betley Lab University of Pennsylvania | *Graphic Design & Research Intern*

May 2022 - May 2023

- Translated complex scientific research into clear diagrams, data visualizations, and microscopy imagery for a postdoctoral team's papers and presentations.
- Established a cohesive visual language across the lab's research figures using Photoshop, Illustrator, and InDesign, partnering with researchers to deliver clear, publication-ready visuals.

Skills and Interests

Technical Skills: Figma, Notion, Git, Google Analytics, InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Lightroom, Blender 3D, CapCut, Shopify

AI Tools: Claude Code, Codex, Higgsfield, Cursor

Interests: Product Design, Design Systems, UI/UX Design, Typography, Motion, AI-Assisted Workflows, Photo and Video Editing

Education

College of Arts and Sciences: B.A. Design, University of Pennsylvania

May 2024