GABRYEL LOPES

Graphic Designer | AI & Photoshop Product Imagery, Amazon and Email for DTC Brands

Brazil (UTC-3) | gabryel.dsn@gmail.com | Portfolio: work.gabryeldsg.com.br

Portuguese (native) · English (conversational) · Available 30+ hours per week, overlapping US business hours

SUMMARY

Graphic designer with 4+ years of experience building the visuals that sit closest to the sale for ecommerce brands: product imagery (made with AI or built in Photoshop without AI), Amazon and PDP images, Klaviyo email campaigns, static ads and landing pages. I combine classic design tools (Figma, Photoshop, Canva) with AI workflows I built myself and pick the right method for each brief, so a first round lands in hours or days instead of weeks, with no photo shoot and every image true to the real product.

7 paid clients since 2022, work delivered to 4 countries and a 5.0 rating on every Upwork contract. I take a brief from concept to files that are ready to publish.

Selected clients: Health Pro Prods (USA), Falcon Icon, Alpha Notebooks, Smart MC Fitness, Amazon seller in New York.

KEY RESULTS

- **280+ AI product images** delivered across 30+ product categories, from jewelry to cookware, all built from the client's own product photos, with no reshoot or studio booking.
- Repackaged **8 flavors (16 print-ready panels)** and built the full Amazon listing, landing page and Shopify store for a Los Angeles pet products maker founded in 1985. 5.0 on every contract.
- Designed and coded **22 responsive HTML email campaigns** for Klaviyo across 20 niches, with no reused layouts and dark mode checks on every send.
- Delivered **33 AI video clips** in 9:16 for Reels, TikTok and paid social, each one built from a single product shot.
- Amazon listing images for an aluminum laptop stand: **2 of 2 approved**, with the product's airflow benefit drawn in so it reads at a glance.

CORE EXPERTISE

- **Product Imagery (AI and non-AI):** AI product photography, product images built in Photoshop without AI (retouching and compositing), studio, lifestyle and on-model images, AI UGC video.
- **Artificial Intelligence:** AI image generation, AI video, AI workflows built for ecommerce, Claude Code, Midjourney, Higgsfield, ChatGPT, Runway, Google Flow and Veo.
- **Amazon & Ecommerce:** Amazon listing images, A+ Content, Amazon Brand Store, PDP images, Shopify store setup, packaging design with print-ready files.
- **Email & Lifecycle:** Klaviyo, responsive HTML email, email flows, abandoned cart email, dark mode.
- **Ads & Web:** static ads for Meta and Google Display, landing pages and site layouts in Figma, conversion-focused layout, 4 to 6 ad variants per test.
- **Tools:** Figma, Adobe Photoshop, Canva, Klaviyo, Claude Code, Midjourney, Higgsfield, ChatGPT, Runway, Google Flow and Veo.

PROFESSIONAL EXPERIENCE

Graphic Designer (Packaging, Amazon & DTC Creative), Freelance

Aug 2026 – Present

Health Pro Prods · Los Angeles, United States · Remote

Pet products manufacturer with its own Los Angeles facility since 1985, maker of the Dispoz-A-Scoop® and VitaGravy® treats. Hired through Upwork.

- Redesigned the consumer packaging for 8 flavors: 16 front and back panels delivered as print-ready files.
- Built the full Amazon listing: main image, support images, A+ Content and the Amazon Brand Store page.
- Designed the landing page and order page, static ads in every size and a content post series.
- Set up the Shopify store, created an AI product video and redesigned the abandoned cart email to match the brand.
- 5.0 on all 4 contracts; still working with the brand on the launch of a new flavor.

Client reviews from Bart Greenhut, Health Pro Prods (Upwork, 5.0 each)

- "*Gabryel is a perfect designer for any and all projects. He successfully and economically upgraded our consumer packaging and made it suitable for all aspects of marketing. Very accommodating and always on-time and budget. We will be employing him often as our projects move forward. You will never find better.*" Packaging and online presentation, Aug 2026
- "*Working with Gabryel was an overall great experience. Everything was completed on time, no hassles at all. 100% professional.*" Amazon Store, Sep–Oct 2026
- "*Excellent work, within budget and deadline.*" 16 packaging panels, Aug–Sep 2026
- "*Excellent experience all around.*" AI product video, Sep 2026

Skills: packaging design, Amazon listing images, A+ Content, Shopify, landing pages, AI video, Klaviyo.

AI and Graphic Designer, Self-employed

Jan 2022 – Present

Independent design practice · Brazil · Remote

Freelance studio producing ecommerce creative for DTC brands in Brazil and the United States, mostly through Upwork.

- Produced 280+ AI product images across 30+ categories (jewelry, beauty, supplements, fashion, home, tech), built from the client's own product photos, plus product images built in Photoshop without AI.
- Designed and coded 22 responsive HTML email campaigns for Klaviyo: nested tables, inline styles, one stacking breakpoint, dark mode overrides, hidden preheader and unsubscribe link.
- Delivered 33 short-form AI video clips in 9:16 for Reels, TikTok and paid social, each one from a single product shot.
- Hiring trial for an Australian pet brand: a winter cross-sell email with their copy and products, my layout and AI hero imagery.
- Published 16 case studies on my portfolio site.

Skills: AI product photography, Photoshop retouching and compositing, AI UGC video, Klaviyo, HTML email, Figma, Canva, Midjourney, Higgsfield.

Graphic Designer, Project Work

2022 – 2025

Falcon Icon, Alpha Notebooks, Smart MC Fitness, Matheus Jesuino, Forrozão Kuriosidaddy, Amazon seller in New York

Short projects for 6 brands in Brazil and the United States, from a streetwear store to an Amazon electronics seller.

- Falcon Icon (streetwear, Brazil, 2025): 4 static ads with AI-generated models and scenes, one call to action each, for a store that closes its sales on WhatsApp.
- Amazon seller, New York: 2 listing images for an ultra-thin laptop stand, built from the client's own photos; 2 of 2 approved.
- Ad creatives, Amazon listing images, social media design and visual identity across the 6 brands.

Skills: static ads, Amazon listing images, social media design, visual identity.

EDUCATION

Hotmart FIRE 2025, Belo Horizonte, Brazil · Aug 2025

10th edition of the festival run by Hotmart, one of the largest digital products platforms in the world, billed as the largest digital economy festival in Latin America: 9,000+ attendees and 140+ speakers from 35 countries.