

GAGE NGUYEN

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KEY QUALIFICATIONS

- Experience managing a remote team
- Mastery of Adobe Photoshop, Illustrator, InDesign, After Effects, Figma
- Data-driven designer, with experience tracking metrics & optimizing performance on platforms including Google Analytics, Facebook Ad Manager, and Hubspot CRM.
- Mastery of HTML, CSS, jQuery, and mobile-first web design
- Experiencing producing assets for a wide variety of print and production formats

EDUCATION

University of California, Los Angeles Design | Media Arts 2014

Campus Events Commission
Print Marketing Director 2012

- Managed team of 6 designers in creating print & web design assets with tight turnarounds

PROJECTS

Shiba Block Pawty

Co-Founder

Shibablockpawty.com

- Created complete brand identity including logos, style guide, and pitch decks
- Viral social engagement: 10k monthly impressions, 767 monthly engagements. Designed physical products, props, and photography sets; constructed props and sets.
- Acquired and managed sponsorships and vendor relationships

EMPLOYMENT HISTORY

Blueprint Test Prep - Los Angeles, CA (Remote)

Senior Designer - February 2020 - Present

- Held ownership of all visual assets and brand identity from website to social profiles to ad creative
- Integrated 3 acquired brands including complete website redesigns
- Optimized paid ads leading to a 12% reduction in overall CPA between 2020 and 2022
- Created email templates with CTR as high as 17%
- Managed one remote direct report employee and one contractor
- Created pitch decks for a multi-million dollar investment round

IdentityMind Global - Palo Alto, CA (Remote)

Brand & Design Manager - January 2019 - February 2020

- Drove the creation of the brand identity from scratch, and led rollout across all mediums including web, print, and event activations.
- Guided messaging as part of a shift to pursuing higher value clients; average contract value increased ~3x from \$35k to \$95k from 2018 to 2019
- Directly managed one remote Associate Designer
- Managed conference activations with budgets of ~\$25k, including booth design and setup, and on-site vendor management
- Managed multiple, simultaneous projects with contributors and stakeholders across departments
- Adjusted content strategy based on feedback from sales team, leading to a 40% conversion rate from lead to sales qualified lead

Graphic & Web Designer - July 2014 - January 2019

- Created top-performing landing pages, with conversion rates as high as 43%.
- Optimized site for lead generation: visitor-to-lead rate increased from 0.9% to 4% from 2015 to 2019
- Key contributor to marketing campaigns via graphic collateral, messaging strategies, and pitch deck creation during a period of intense growth (98% increase in revenue from 2014 to 2015)
- Designed email newsletters with an average 4.2% click-through rate

FLUX Branding - Los Angeles, CA (Part-time)

Designer/Developer - October 2016 - June 2017

- Developed Wordpress sites and features (PHP, Javascript/jQuery)
- Designed sites for industries as diverse as: automobiles, food and beverage, real estate, fashion.