

# GAGE NGUYEN

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<http://GageTheDesigner.com>

## KEY QUALIFICATIONS

- Mastery of Adobe Photoshop, Illustrator, InDesign, After Effects
- Experience with tracking marketing metrics and performance in Google Analytics and Hubspot, and using that data to increase conversions.
- Mastery of HTML, CSS, JavaScript and responsive web design
- Experience tracking leads and generating reports in Zoho, Hubspot, and Marketo.
- Event planning & activation experience.

## EDUCATION & ACTIVITIES

### University of California, Los Angeles

#### Design I Media Arts 2014

- Campus Events Commission  
Print Marketing - Staffer, Director  
See employment history.
- Campus LGBT Center - Designer
- Bruin AdTeam - Designer  
Designed the pitch book and mockups for UCLA's presentation in the National Student Advertising Competition; placed 3rd.

## SIDE HUSTLES

### Shiba Block Pawty

Co-Founder

- Produced a pop-up experience event for Shiba Inu owners.
- Sold out 100% of venue's 400-person capacity
- Viral social engagement: 10k monthly impressions, 767 monthly engagements.
- Designed physical products, props, and photography sets; constructed props and sets.

## Employment History

### IdentityMind Global - Palo Alto, CA (Remote Position)

#### Brand & Design Manager - December 2018 - Present

- 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 Jr. Designer and had leadership role for all marketing team members.
- Managed conference activations with budgets of ~\$25k
- Managed website in English and Spanish
- Adjusted content strategy based on feedback from sales 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 and messaging strategies during a period of intense growth (98% increase in revenue from Q3 2014 to Q3 2015).
- Designed email newsletters with an average 4.2% click-through rate as of Q1 2019.
- Managed social profiles and designed assets for posts; increased number of Twitter followers from 842 in 2014 to 1,260 in 2015.

### FLUX Branding - Los Angeles, CA

#### Freelance Designer - October 2016 - June 2018

- Part-time overflow support for a branding agency
- Designed sites for industries as diverse as: automobiles, food and beverage, real estate, fashion.
- Developed Wordpress sites and features (PHP, Javascript/jQuery)

### UCLA Campus Events Commission - Westwood, CA

#### Print Marketing Director - September 2011 - June 2012

- Managed Print Marketing Staffers in producing graphics for event promotion, contributing to consistently high (>75%) attendance.
- Oversaw design, print production, and physical and digital distribution of marketing materials.