

CANDICE BAGSBY

GRAPHIC DESIGNER & CREATIVE THINKER

CANDICEDESIGNER.COM

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West Chester University of Pennsylvania

Bachelor of Arts Degree; May 2004

Major: Graphic Design; Minor: Art History

BEAUTY/FASHION EXPERIENCE (DIGITAL)

HATCHBEAUTY Brands, Los Angeles, CA — September 2019 // June 2023

Senior Digital Designer (Onsite-to-Remote)

At HatchBeauty, I worked closely with the Digital Marketing Team, Developers, Photographers & Brand Managers to help further results for growth in traffic, sales and revenue for various beauty brands.

- Create wireframes using Sketch & Figma, maintain and launch desktop/mobile design layouts for various brands' Shopify websites
- Create on-brand Amazon storefront & detail pages, design eye-catching emails & social ads
- Collaborate with Photographers & Brand Managers on photography to further elevate brands
- Create strong storytelling designs across all digital platforms

Brands: Orlando Pita Play, NatureWell, TXTUR Haircare & Lique Cosmetics

True Religion Brand Jeans, Manhattan Beach, CA — October 2018 // September 2019

Graphic Designer (Freelance-to-Fulltime)

Create various email marketing, evites, social media assets, homepage web banners, animated GIFs, LED screen displays & retail clings for True Religion US & UK.

Collaborate with a team of copywriters, marketers, merchants & social managers on various projects

Fabletics, El Segundo, CA — July 2018 // August 2018

Senior Graphic Designer (Freelance)

Create original digital assets such as: emails, site banners & print retail assets for Fabletics stores; Collaborate with a team of copywriters, marketers, merchants

Skechers, Manhattan Beach, CA — September 2017 // July 2018

Digital & Web Designer (Freelance-to-Fulltime)

- Lead designer creating visuals for Skechers website (domestic and international)
- Design banners, emails, landing pages, social assets & eblasts
- Code eblasts for final release
- Collaborate with a team of copywriters, marketers & merchants
- Work closely with Creative Director & VP on concepting for special projects

Macys.com, New York, NY — April 2013 // September 2017

Senior Digital Graphic Design Manager

- Create emails, brandshops, static/responsive pages & sitelets
- Collaborate with a team of copywriters, marketers, merchants, UX/UI & Mobile team
- Work closely with Creative Director on concepting for print & digital projects
- Manage successful team of three: overseeing, developing & art directing

Quidsi Inc. (casa.com), Jersey City, NJ — June 2012 // March 2013

Subsidiary of Amazon & entrepreneurial parent company to Diapers.com, Soap.com, BeautyBar.com, Wag.com, Casa.com, and Yoyo.com

Freelance Senior Digital/Web Graphic Designer (Freelance)

Create a variety of designs for consumer-driven merchandising projects; Produce UI design solutions including emails, promotional banners, interface elements, etc.; Collaborate with other designers & copywriters; Manage on-site promotional schedule and creative assets from concept to completion

AGENCY EXPERIENCE (PRINT)

Wilson, New York, NY — March 2010 // March 2012

Independently owned boutique advertising agency specializing in broadcasting and print advertising

Print Art Director

Manage multiple projects under tight deadlines, Execute print work from concept to completion, Collaborate with copywriters to deliver strategically-driven creative, Approve creative work before production, Advise Junior Designer on creative process *Clients: Guthy-Renker, Charter Communications, Wells Fargo*

Media & Marketing Group, Cherry Hill, NJ — February 2005 // February 2008

Full-service advertising agency specializing in marketing and print advertising for the casino industry

Graphic Designer

Create original graphic layouts for print, direct mail and OOH, Manage client & oversee work of Design Tech, Assist Art Director, Prepare finals, print & digital mock-ups, Revise and edit layouts *Clients: Las Vegas Hilton Hotel & Casino*

KNOWLEDGE & SKILLS

Proficient in Adobe Photoshop, Illustrator, InDesign, Sketch & Figma, Dreamweaver - CSS (hand code) & HTML (hand code), Animated GIFs, all Mac/PC office applications. Working knowledge in Adobe After Effects

INTERESTS

Photography, Painting, Drawing, Dance