

CANDICE BAGSBY

digital designer & creative thinker

BEAUTY, FASHION & LIFESTYLE

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DIGITAL MARKETING EXPERIENCE

NuFACE, San Diego, CA (Remote) — November 2024 - November 2025 Digital Graphic Designer

Worked closely with VP of Creative, Marketing, Brand and DTC/Dev teams to help drive performance. Created data-driven designs such as: 360 Campaign assets, landing pages, paid social ads, emails, SMS and the NuFACE App. With additional site optimizations.

- **Redesigned NuFACE.com site** using Mobile first design and ADA compliance. Created original wireframe in Figma working closely with DTC team & Developer. Conducted an A/B test. The new design drove a (+20%) lift across all devices, improving initial engagement and downstream conversion.
- **Redesigned site PDPs** for more engaging & informational flow. Resulting in a (+17%) lift overall, with a (+47%) increase on desktop and (+9%) on mobile. **UGC placement test**, resulted in a (+7%) lift overall, with stronger performance on desktop (+12%) and meaningful gains on mobile (+4%).
- **Streamlined creative progress** with well organized Figma boards for: Emails, Site Assets, Social and Campaigns. Help implemented Website Digital Asset Guidelines.
- **Created and maintained a scheduling/prioritizing** system for workflow.
- **Managed workload** between self and other designers, keeping VP informed of workflow.
- **Helped drive collaboration** within the Creative team and ensure productivity.

HATCHBEAUTY Brands, Los Angeles, CA (Remote) — September 2019 - June 2023 Senior Digital Designer

Helped growth in traffic, sales and revenue. Further connecting the customer to the product with compelling 360 campaign stories. Worked within the Digital Marketing & e-comm department, developing & creating digital designs from start-to-finish for B2C and D2C.

- Concepted, created & delivered strong design solutions including: website designs and assets, landing pages, emails, digital display ads, animated GIFs, social ads and Amazon storefront & detail pages.
- Created mockups, wireframes, and prototypes with use of current web design UI trends using Sketch/Figma. Maintained and launched desktop/mobile design layouts for various brands' Shopify and Shopify Plus platforms. Owned web design from start-to-finish.
- Collaborated with Photographers & Brand Managers on directing photography to further elevate brands.
- Managed and mentored Freelance Designers. Prioritized and oversaw multiple projects at once.
- **Highest Performing Email Marketing Campaigns:** (TXTUR Haircare) "Now Available at Target Promo" April: (46%) opens; (Lique Cosmetics): "Prime Day Promo" (30%) opens.; (NatureWell): "Prime Day Promo" (58%) opens.

True Religion Brand Jeans, Manhattan Beach, CA — October 2018 - September 2019 Graphic Designer

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

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

- 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 conceiving 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 conceiving for print & digital projects
- Manage successful team of three: overseeing, developing & art directing

Quidsi Inc. (casa.com), Jersey City, NJ — June 2012 - March 2013 Freelance Senior Digital/Web Graphic Designer

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

KNOWLEDGE & SKILLS

Adobe Photoshop, Illustrator, InDesign and After Effects, Sketch, Figma, Dreamweaver, Klaviyo and Shopify. CSS & HTML. All Mac/PC office applications.

CERTIFICATION

Klaviyo Digital Marketing Certificate: Issued Jan 2026 • Expires Jan 2028
Credential ID 171534416