Cody Gall

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EXPERIENCE

Sr. Brand Designer | Freelance

October 2023 - Present, San Francisco, CA

- Led UI/UX and brand design for Function Junction app, creating an intuitive interface, cohesive brand identity and design standards, resulting in an 86%+ task completion rate during pre-launch testing.
- Animated motion graphics and videos for Labelbox, an AI leader in data labeling, driving a 20% increase in click conversions and strengthened brand visibility across social media and marketing channels.
- Created impactful t-shirt designs, illustrations, and event websites for local LGBT organization, leading to a 30% increase in event participation.

Sr. Brand Designer | Boost Mobile

February 2020 - October 2023, Kansas City, KS

- Led end-to-end development of product identities, social media campaigns, instructional videos, motion graphics, and product launch content, resulting in a 25% increase in brand visibility and a 15% boost in social media engagement.
- Developed and launched visually compelling point-of-sale marketing materials, including promotional posters and custom window prints using Adobe CC, ensuring brand consistency and resulting in a 16% increase in customer footfall.
- Led the launch of 30+ websites and micro-sites, supporting strategic initiatives and product storytelling.
- Coordinated the creation of and maintenance of the design systems for 5 new sub-brands.

Graphic Designer | Strategy Marketing

May 2018 - December 2019, Olathe, KS

- Collaborated cross-functionally with marketers and web developers to design, manage, and expand 40+ brand portfolios for a diverse range of clients, ensuring cohesive visual identities and competitive marketing strategy, using in-house market research.
- Led website layout, UX design, and optimization, resulting in an average 35% increase in click-through rates and elevated user engagement.
- Filmed, edited, and published 40+ polished videos—including animated promotions—resulting in substantial increases to average view duration on social media channels.
- Spearheaded in-house brand management, overseeing social media strategy, website and SEO updates, contributing to a 20% increase in new business acquisition.

Graphic Artist | Whole Foods

March 2016 - April 2018, Overland Park, KS

- Generated In-store design system for retail spaces, including posters and signage, using Adobe CC, contributing to a 16% increase in in-store traffic.
- Developed engaging event flyers and collaborated with eight department heads to create visually compelling merchandising strategies that boosted customer engagement by 20% and lead to a 25% increase in event attendance.
- Coordinated design projects simultaneously, ensuring high-quality execution while adhering to strict deadlines, delivering 100% of projects on time and improving project efficiency by 30%.
- Managed a quarterly budget, utilizing financial tools to track expenses, optimize resource allocation, and ensure cost-effective project execution, reducing costs by 10% while maintaining high-quality output.
- Supervised and mentored a team member, delegating tasks to maximize efficiency and meet tight project timelines.

Graphic Artist | Lucky's Market

August 2015 - February 2016, Iowa City, IA

- Partnered with the Store Marketing Director to develop a distinct brand presence within *Lucky's*, ensuring alignment with corporate brand standards, resulting in a 15% increase in brand recognition and stronger customer loyalty in the community.
- Devised event-specific marketing collateral, producing high-impact promotional materials that increased event attendance by 20% and elevated community engagement by 30% year over year.

EDUCATION

Bachelor of Fine Arts, Dual Major in Graphic Design & Communication | University of Iowa

Iowa City, IA, 2012

SKILLS

UI/UX design, Branding, Web Design, Motion Design, Design Tools (Adobe CC, Figma), Animation, Keynote, Video Production, Illustration, Marketing, HTML/CSS