

Gus Baganz

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EDUCATION

B.A., Liberal Arts, St. John's College, Annapolis, MD

A four-year interdisciplinary study of the philosophic, literary, mathematical, scientific, political, and musical development of Western civilization. Required curriculum of rigorous discussion, writing, and oral examination centered around the careful study of select primary sources ranging across nearly three millennia.

Matriculated at age 16. Awarded a Global Pathways Fellowship to study Philosophy and Art History in Rome, Italy.

Languages: French (professional working proficiency), Ancient Greek (translation).

Level 2 Award in Wines, Wine and Spirits Education Trust

Awarded with distinction. Course provided by the International Wine Center, New York, NY.

Technical Certificates, Maine Media Workshops + College, Rockport, ME

Maine Media Workshops + College is recognized as one of the world's leading centers of creative learning for filmmaking, photography, writing, and book arts & design.

Completed four intensive workshops in historic, alternative, and digital photographic and printing processes. Proficient with all Adobe Creative Suite software, among others. Photographic work exhibited in numerous galleries.

EXPERIENCE

Head of User Experience, Mediagraph — Sep. 2025 - present

Lead end-to-end user experience across all customer touchpoints at Mediagraph, from product design and development collaboration to customer success leadership. Lead and scale customer success while overseeing the complete client lifecycle: from data migration, implementation and onboarding through ongoing support and retention. Partner closely with product and development teams to translate customer insights into wireframes, dev specs, and code contributions for UI/UX improvements, bug fixes, and new features. Own and evolve all user-facing systems and content, including the knowledge base, marketing website, application internationalization to enhance user accessibility, usability and self-service. Champion user-centered design, ensuring customer perspective drives decisions across the organization.

Customer Success and System Reliability Specialist, Mediagraph — Jan. 2023 - Aug. 2025

- Built the customer success function from the ground up while serving as sole point of contact for >100 organizations across a wide variety of verticals (supporting 36,000+ users) throughout a period of tremendous growth, maintaining excellent retention and consistently positive feedback.
- Collaborated with the development team to test new features and updates, ensuring usability and quality control standards are met before deployment. Assisted with cloud infrastructure and EC2 management, uptime monitoring.

Sales Associate, NOLA Wine Merchant, New Orleans, LA — 2024

- Sold fine wines and spirits and assisted customers at a small, old world-focused wine retailer, managed and organized inventory

Operations Associate, AFC Watches, Boston, MA — 2022-2024

- Assisted in daily office operations for a luxury timepiece wholesaler. Managed filing of paperwork, inventory tracking, shipping and receiving. Planned and implemented systems, layouts, and equipment procurement for a new office.

Harvest Internship, Weingut Koppitsch, Neusiedl am See, Burgenland, Austria — 2023, 2024

- Assisted during the 2023 and 2024 harvests at a natural winery in Austria.
- Represented the winery at a leading wine fair for Central/Eastern European wines, Karakterre, in New York City.

Market Research Assistant, Kadence International — 2021-2022

- Ensured the reliability, consistency, and confidentiality of data collected for a Fortune 10 technology client. Supported a team of technical experts on a research study spanning multiple markets. Managed a broad range of project specific tasks for field teams.

Member, Board of Directors of the Friends of St. John's College, Annapolis, MD — 2019-2020

Barista, Brown Mustache Coffee, Annapolis, MD — 2018-2020

Line Cook, Restaurante Estevan, Santa Fe, NM — 2017-2018