



# AARON H. GAINES

GRAPHIC DESIGNER

## BIO

*Holding a degree in Creative Advertising, I have worked as a graphic designer for 10 years. The latter of which being Creative/Art Director of three companies. I hold high-level skills in creative design and the use of typography, color, strategy, and marketing materials that make up branding. I strive to create innovative designs using acute attention to detail, communication between my peers, and a highly organized approach to problem-solving. I'm always ready to take on a challenge and am looking for a position with a company that will give me that.*

## CONTACT

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**LOCATION:** Houston, TX

## EXPERIENCE

### THE WOODLANDS RESORT

*The Woodlands, TX*

**03/2019 - PRESENT**

#### LEAD GRAPHIC DESIGNER

*I am currently working in Houston, TX as a graphic designer at The Woodlands Resort. I oversee the design for the largest conference center in the Houston area, a resort and spa, three restaurants, and a branch of the Westin by Marriott Hotels.*

*Position includes a heavy emphasis on marketing materials, the use of Adobe CS, Microsoft Suite, print, web, social media, branding, copy-writing, exceptional communication skills, and expert knowledge in the food & beverage and hospitality industry.*

### SMART CELEBRATIONS

*Hot Springs, AR*

**10/2017 - PRESENT**

#### CONTRACT ART DIRECTOR

*Currently working with Smart Celebrations to oversee the opening and management for a new wedding venue in Hot Springs, Arkansas. I am in charge of creating the brand guidelines, as well as all of the marketing, web design and development, design concepts, company collateral, and much more. This position is ongoing but is worked around my schedule.*

*Position includes the use of Adobe CS, Microsoft Suite, print, web, social media, branding, copy-writing, exceptional communication skills, and specific application of typography and color management.*

### PARKER RESTAURANT GROUP

*Chicago, IL*

**06/2017 - 09/2017**

#### JR. CREATIVE DIRECTOR

*Though a short-term position, while working for PRG I created multiple branding concepts for restaurant pitches, including a concept that was pitched and approved by MGM Studios. I oversaw menu design for all 3 establishments in the city, as well as designing event posters and advertisements. Due to my prior experience with commercial printers, I was in charge of choosing and running a commercial printer and cutter during my time working at PRG. I left the company due to the job relocation of my partner.*

*Position included the use of Adobe CS, Microsoft Suite, print, web, social media, branding, copy-writing, a specific application of typography and color management.*

## EXPERIENCE

### THE FLORY TEAM

Houston, TX

04/2015 - 05/2017

### CREATIVE DIRECTOR

Started this position as a contracted, part-time graphic designer and rose to the creative director during my 2 years at the company. I was in charge of supervising each piece of advertising and designed every piece of creative marketing. These pieces included individual home brochures, advertisements, branding, as well as a new responsive website for the company. While there, I created a re-brand for the company that still stands today. This position also included the understanding and working of an in-house commercial printer.

Position included the use of Adobe CS, Microsoft Suite, print, web, social media, branding, copy-writing, a specific application of typography and color management, and vendor communications.

### AMERICAN EXPRESS GBT

New York, NY (remote)

06/2014 - 10/2015

### GRAPHIC DESIGNER

Part of a small internal team that implemented a global rebrand. This position pushed me to use a more analytical approach to my design to fit the user needs to ensure that all marketing and collateral fit visual standards. This was a remote position, so self-discipline and time management played major roles in the success of this contracted assignment.

Commonly worked in Microsoft Word, PowerPoint, Excel, InDesign, as well as an extremely flexible schedule, as this was a remote position with many clients overseas.

## EDUCATION

### B.S. CREATIVE ADVERTISING

Texas State University  
2013

### THEATRE

Texas State University  
2013

### MERCHANDISING

Texas State University  
2013

## SKILLS

### GRAPHIC DESIGN

### BRANDING CONCEPTION

### WEB DESIGN

### MARKETING ANALYSIS

### ART DIRECTION

### PHOTOSHOP

### ILLUSTRATOR

### INDESIGN

### INTERACTIVE DESIGN

### REVENUE-FOCUSED

## REFERENCES

### AMANDA BORHEM

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### BAKER GOLD-SMITH

Owner - Gold-Inn Hospitality

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### ERIC CMAR

Owner - Smart Celebrations

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### LAUREN FLORY

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