



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

PHONE: 713.825.6012

E-MAIL: aarongainesdesign@gmail.com

WEBSITE: www.aaronhgaines.com

LOCATION: Houston, TX

EXPERIENCE

THE WOODLANDS RESORT

The Woodlands, TX

02/2019 - 11/2019

LEAD GRAPHIC DESIGNER

I worked in Houston, TX as a graphic designer at The Woodlands Resort. I oversaw 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 included 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.

CMART CELEBRATIONS

Hot Springs, AR

10/2017 - PRESENT

CONTRACT ART DIRECTOR

Currently working with Cmart 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 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

Marketing Manager - The Flory Team

P: 281.477.0345

E: amanda@floryteam.com

BAKER GOLD-SMITH

Owner - Gold-Inn Hospitality

P: 281.507.7197

E: baker@goldinnhospitality.com

ERIC CMAR

Owner - Smart Celebrations

P: 540.905.3536

E: eric@smartcelebrations.com

LAUREN FLORY

Vice President - The Flory Team

P: 281.477.0345

E: lflory@floryteam.com

CONTACT

P: 713.825.6012

E: aaronhainesdesign@gmail.com

W: www.aaronhaines.com

L: Hot Springs, AR