

AARON H. GAINES

GRAPHIC DESIGNER

BIO

I hold high-level skills in creative strategy and design. Through typography, color, market research, and UI/UX testing, I strive to create innovative work using acute attention to detail, communication between my peers, and a highly organized approach to problem-solving. My philosophy is creation over competition, so I'm always ready to hear feedback and love to collaborate with my team. On any given day, you'll catch me perusing Pinterest, walking my dog, Aliza, napping with my cat, Eli, and dancing around the room to T-Swift, Sara Bareilles, or a slew of other boss females.

CONTACT

PHONE: *713.825.6012*

E-MAIL: *aarongainesdesign@gmail.com*

WEBSITE: *www.aarongainesdesign.com*

LOCATION: *Chicago, IL*

EXPERIENCE

THE WOODLANDS RESORT
The Woodlands, TX
03/2019 -12/2019

LEAD GRAPHIC DESIGNER

- *Coordinated digital media placement, menu design, photography, and sales promotions for two hotels and three restaurants/bars.*
- *Kept abreast of the latest UX design and technology trends.*
- *Designed and layout content to engage customers through all channels.*
- *Designed materials for both digital and print arenas.*
- *Developed logos, graphics/images for company websites, and marketing materials.*
- *Developed creative responses to UX issues that arose during development and testing using Adobe XD and Sketch.*

CMART CELEBRATIONS
Hot Springs, AR
10/2017 - 05/2021

CONTRACT ART DIRECTOR

- *Maintained excellent creative thinking, graphic design, and typography skills.*
- *Produced user flows, wireframes, prototypes, and user interface specifications.*
- *Presented concepts and design solutions for review and approval.*
- *Implemented consistent visual identity across all print and digital marketing communications.*
- *Created and followed brand guidelines to implement into both web and print design.*

PARKER RESTAURANT GROUP
Chicago, IL
06/2017 - 09/2017

JR. CREATIVE DIRECTOR

- *Collaborated with the Creative Director on branding, menu design, marketing tactics, and social media for The Hampton Social, The Bassment, and Mahalo.*
- *Maintained all three restaurant's social media accounts, from content to comment responses.*
- *Developed graphics and visuals Adobe Creative Suite.*
- *Maintained consistent voice and style guide when wrote on behalf of the organization.*
- *Conducted research and competitive analysis to support concepts.*
- *Provided creative consultation, marketing expertise, and customer service for Sales clients.*
- *Supported video creation and editing for internal and external marketing efforts.*
- *Single-handedly manned a commercial printer and cutting machine used to print menus, business cards, cocktail books, and other materials.*

EXPERIENCE

THE FLORY TEAM
Houston, TX
04/2015 - 05/2017

CREATIVE DIRECTOR

- *Turned vision into outstanding designs and prototypes using Adobe Creative Suite.*
- *Strategized with teammates to accomplish daily business growth and placement goals.*
- *Achieved company-wide creative goals through strategic planning of ad placement, client outreach, and social media marketing.*
- *Designed and developed email templates in 3rd party email distribution platforms.*
- *Developed concepts, graphics/layouts for product illustrations, company logos, and websites.*
- *Maintained excellent creative thinking, graphic design, and typography skills.*
- *Researched trends in design for real estate, marketing, and communications.*

EDUCATION

B.S. CREATIVE ADVERTISING
Texas State University
2013

MINOR IN THEATRE
Texas State University
2013

MINOR IN FASHION 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
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ERIC CMAR
Owner - Cmart Celebrations
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LAUREN FLORY
Vice President - The Flory Team
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CONTACT

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FOR AN IN-DEPTH LOOK INTO MY PORTFOLIO,

PLEASE VISIT AARONGAINESDESIGN.COM.

HOPE TO SPEAK TO YOU SOON!