



AARON H. GAINES

FULL-STACK DESIGNER

BIO

Holding a degree in Creative Advertising, I have worked as a designer for about 10 years. The latter of which being Creative/Art Director for a handful of companies. Since August of 2017, I've branched off to working for myself and am currently managing a wedding venue in Hot Springs, Arkansas called 201 Edgewood, where I run the creative advertising, branding, and multiple design aspects.

CONTACT

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L : Hot Springs, AR

EXPERIENCE

CMART CELEBRATIONS

Hot Springs, AR

2017 - PRESENT

CREATIVE/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 for the company, as well as all of the marketing, web design and development, interior design renderings, company collateral, and much more. This position is ongoing but is worked around my schedule.

Worked in Adobe CS, Microsoft Suite, print, web, social media, branding, copy-writing, and management.

PARKER RESTAURANT GROUP

Chicago, IL

JUNE - AUGUST 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.

Worked in Adobe CS, Microsoft Suite, print, web, social media, branding, copy-writing, and management.

THE FLORY TEAM

Houston, TX

2015 - 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 oversaw 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.

Worked in Adobe CS, Microsoft Suite, print, web, social media, branding, copy-writing, and management.

EXPERIENCE

AMERICAN EXPRESS GBT
New York, NY (remote)
2014 - 2015

GRAPHIC DESIGNER

Part of a small internal team that implemented a global rebrand. Worked 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, and InDesign.

BLACK&BLACK CREATIVE
Brooklyn, NY
JUNE - AUGUST 2012

GRAPHIC DESIGN INTERN

Updated micro-sites for Cole Haan, C&A, and Solid & Striped. Created a brand identity exploration for CV and made a series of animated web advertisements.

Commonly worked in Illustrator, InDesign, and HTML/CSS.

EDUCATION

B.S. CREATIVE ADVERTISING
Texas State University
 2013

THEATRE - MINOR
Texas State University
 2013

MERCHANDISING - MINOR
Texas State University
 2013

EXPERTISE

PRINT DESIGN

BRANDING

WEB DESIGN

UI/UX

MUSIC COMPOSITION

SKILLS

ADVERTISING



ADOBE SUITE



MICROSOFT OFFICE



FRONT-END DEVELOPMENT



REFERENCES

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