

Bill Gaines Visual Design.

www.billgaines.com

www.linkedin.com/in/billgaines

www.twitter.com/mixmasterflash

hello@billgaines.com

(646) 236-1151



PROFESSIONAL EXPERIENCE

Manager, Visual & Interactive Design

Jan 2011 - Present
The Orchard - New York, NY

As the Manger of Visual & Interactive Design I lead a team of three designers. I ensure quality design deliverable for all aspects of The Orchard's interactive technology products and integrated marketing efforts for artists and labels.

In addition I provide art direction for our product's marketing and promotional materials and for our corporate brand as a whole.

Senior Designer

May 2009 - Jan 2011
The Orchard - New York, NY

As the primary creative for marketing initiatives I oversaw and implemented all aspects of art direction and design for artists and labels. I also oversaw all design and production for the company's physical distribution division.

Over the course of one year my creative leadership and technical skill set allowed for significant growth of The Orchard's interactive marketing efforts. We have since begun offering our priority clients a full suite of digital marketing and design services including branded microsites, iPhone app development and full-blown artist websites.

Freelance Art Director

Aug 2007 - September 2008
Interbrand - New York, NY

As a freelance Art Director at Interbrand, I had the fortune to work with clients on a national and global scale. I helped to develop logo marks, identity systems and establish brand guidelines for clients such as Covidien, NBC and AT&T.

In a client-facing role for Covidien, I reviewed and redesigned brand collateral across all visual touch-points including print, web and multimedia. I worked with the client and creative director to orchestrate the production of a 250-photo image library for the client's use on a global platform.

Freelance Art Director

Oct 2006 - May 2009
New York, NY / Mumbai, India

While working as a freelance art director, I enjoyed the opportunity to direct and serve as creative guide to a variety of print, web and publishing projects.

Working hand-in-hand with clients and over-seeing the research and concept processes of these projects has afforded significant experience in apprehending the client's creative needs and implementing pertinent solutions.

Senior Designer

Nov 2003 - Oct 2006
42Fish - Columbus, OH

At 42Fish I was responsible to lead creative development and design for a variety of clients. I constructed appropriate and impactful design solutions within established standards, observing identity guidelines and maintaining brand integrity while adhering to the projects creative scope and budget in a detail-oriented and deadline-sensitive environment.

Working closely with the marketing team gave me the ability to interpret marketing research and tactics and translate that information into a relevant range of design solutions for the client. I became proficient in handling multiple projects and tasks working independently and as part of a team with a proactive and positive attitude. I also acted as a client liaison within a broad range of industries from retail to non-profits.

Types of projects I led included:

- Identity
- Retail Branding
- Web site Design
- Stationary
- Apparel
- Logo Design
- Advertising
- Package Design
- Print Brochures
- Illustration

SKILLS & INTERESTS

Applications, Programming & Traditional

Photoshop, Illustrator, InDesign, Dreamweaver, Flash, AfterEffects, HTML, CSS, Wordpress, Traditional Drawing, Illustration, Silkscreen Printing, Story boarding

Personal Interests

Pen & Ink, Figure Drawing, Cycling in NYC, Travel, The Outdoors, Music, Animation & Motion Graphics, Silkscreen Printing, Vinyl Records, Apple Fanatic

EDUCATION

BFA - Visual Communication / Illustration

September 2000 - May 2003
Columbus College of Art and Design
Columbus, OH

AAS - Advertising and Graphic Design

September 1998 - May 2000
Massasoit Community College
Canton, MA