

# WYATT GAINES

## GRAPHIC DESIGNER

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My mission is to provide creative work that subverts the ordinary for those that challenge the status quo. I do this by providing my exceptional eye for design and self-motivated personality to your brand or project.

### EXPERIENCE

#### Wyatt Gaines Design, Remote

Owner/Designer | June 2023 - Present

- **Brand Strategy:** Crafted extensive brand guidelines and distinctive logos, ensuring a strong visual identity. Defined brand positioning, incorporating mission, vision, value statements, and customer-centric details.
- **Packaging Design:** Conceptualized and executed packaging solutions, including mailer boxes and hang tags, aligning with brand aesthetics. Produced high-quality packaging renders using Adobe Dimension & PS.
- **Sales Enablement:** Developed persuasive sales collateral, including sell sheets and presentation decks, to communicate brand value effectively.
- **Digital Experience:** Designed engaging digital experiences using Figma, implementing seamlessly with client-side systems, including Elementor Pro and Wordpress.
- **Promotional Graphics:** Produced compelling graphics for email marketing and social media promotions, enhancing brand visibility.

#### Deschutes Brewery & Boneyard Beer, Bend, OR

Graphic Designer | Feb 2019 - Mar 2023

- Collaborated with brand managers, procurement and sales, and to develop creative designs for labels, can art, beer cartons, and point-of-sale materials.
- Successfully launched new product lines and brand extensions, contributing to the growth of the craft brewery partnership.
- Played a key role in marketing partnerships and offers, strengthening the brand's presence in the market.

#### Source Weekly & Lay It Out Events, Bend, OR

Production Manager | Sep 2016 - Feb 2019

- Led the production team in laying out weekly newspapers and planning special editions, ensuring timely delivery of high-quality content.
- Promoted various street festivals and races, resulting in increased attendance and engagement rates.
- Collaborated with the journalism team and owner to bring local happenings and engaging editorial content to readers.



### SKILLS

Highly advanced Adobe Creative Suite skills for both print and digital design.

Strong Figma skills and prototyping abilities

3D packaging visualization via Boxshot Origami and Adobe Dimension

Pre-press file construction

Creative ideation, trials, and visualization to drive the design process.

Stakeholder communication

Leadership in design meetings

Attention to detail and adherence to design principles and trends

Effective vendor relationship management

### EDUCATION

#### The Art Institute of Portland

Bachelor of Fine Arts (BFA) in Graphic Design | December 2012

#### Project Management for Creatives

Certificate | AIGA & Mindedge Learning | April 2023

#### Brand Positioning Workshop

Cont. Education | Vision & Story | December 2023

## EXPERIENCE CONT.

### Gravitate Design, Vancouver, WA

Interactive Designer | Dec 2015 - Aug 2016

- Worked closely with developers and account managers on client eCommerce site design and content strategy.
- Participated in extensive site planning and design, delivering effective solutions within budget for clients.
- Designed WordPress websites that are aligned with clients' marketing goals.

### eTecc Interactive, Naperville, IL

Web & Mobile Designer | April 2014 - May 2015

- Developed websites and apps for regional business and insurance clients at this website design agency.
- Designed and implemented an extensive claim filing portal for auto accidents.
- Created engaging websites for diverse clients, including a doughnut shop, gift card vendor, and web-hosting service.

### Solstice Mobile, Chicago, IL

Marketing Designer | April 2014 - May 2015

- Collaborated with the internal marketing team at a software development consultancy on company promotions and campaigns.
- Created campaigns and contributed to identity guideline development.
- Designed a responsive web experience for the company website.
- Produced motion graphics for various marketing projects.

### Sightworks, Portland, OR

Graphic Designer | March 2013 - Aug 2013

- Designed responsive websites for clients at this website design agency.
- Ensured quality control throughout the process from concept to launch.
- Implemented CSS, HTML, Javascript, and emerging interactive technologies related to interactive design.

### EWf Modern, Portland, OR

Graphic Designer | June 2012 - April 2013

- Contributed to a boutique furniture retailer, focusing on email marketing and product uploads for company website.
- Creatively adhered to brand guidelines to ensure a cohesive experience across various collateral.
- Product photography and retouching tasks to enhance visual appeal and presentation.

### RWest, Portland, OR

Graphic Design Internship | Jan 2012 - May 2012

- Intern assistant at a Portland agency, highlights include branded social media profiles, logo design, digital brand-asset creation.

## PROGRAMS & SOFTWARE

Illustrator  
Photoshop  
Figma  
InDesign  
Fresco  
Word  
Powerpoint  
Teams/Slack  
Basecamp  
Elementor  
Wordpress

## GENERAL KNOWLEDGE

Brand Strategy & Design  
Project Management  
Art Direction

## CPG & PACKAGING KNOWLEDGE

Brand & Product Marketing  
Product Design & Development  
Creative Direction  
Sketching & Concept Development  
Packaging Design  
Pre-press file prep  
Packaging & Product Mockups  
eCommerce Website Design  
Sales Sheets  
Point-of-sale Collateral

## UI DESIGN KNOWLEDGE

Responsive web design  
Figma prototyping & components  
Style tiles  
Wireframes  
High-fidelity Comps with animated elements  
Branded icons/graphics