

CAROL GAINES

CGAINES@CGAINES.COM

WWW.CGAINES.COM

1249 MARLBOROUGH STREET

PHILADELPHIA, PA 19125

215.715.8066

Carol Gaines is an accomplished Graphic Designer who excels at designing print collateral and websites that adhere to a brand image, and effectively deliver the intended message. She is very knowledgeable about marketing, and extremely adept at thinking strategically. Intelligent, creative problem solver who can multi-task and work collaboratively, and enjoys taking the initiative to help drive the business and figure out solutions to tough challenges.

SOFTWARE SKILLS

CS 5:	InDesign, Photoshop, Illustrator
Quark	Aperture
HTML	Dreamweaver
Wordpress	Flash

EXPERIENCE

Philadelphia Inquirer, Philadelphia, PA (2012)

Freelance Page Designer

- Consulted with features editor, and article authors, and selected artwork for articles in order to create page layouts and meet deadline. Created quality layouts for more than 200 cover pages, consistently meeting tight daily deadlines despite the many changing parts of a newspaper.
- In less than 3 weeks, learned to use Hermes and then Saxotech software to design cover pages for feature sections meeting tight deadlines despite having to learn new software and newspaper conventions.

Freelance Graphic Designer (2007–present)

- Designed graphics, complex layouts and high level visuals for a variety of clients, while consistently meeting or exceeding client expectations.
- Created a new clean, elegant design for the Annual Report of The Lutheran Theological Seminary of Philadelphia that won the prestigious DeRose-Hinkhouse Award from The Religion Communicators Council (RCC), the 1st place “Award of Excellence” in the Annual Reports category, in competition with 200 plus religious non-profits in the US.
- Created visual representation of Tempesta di Mare on a poster/brochure whose design provided a compelling identity for Tempesta di Mare that impressed the client and prospective customers, helping to secure 3 new projects.
- Created a project schedule for Temple Medicine Annual Report breaking down the entire process into clear and achievable intermediary steps and used the schedule to ensure the report was completed on time, and with a superior design.
- Using Wordpress, created a yoga studio website and published a blog on that site which helped attract and retain new students to the studio’s classes.
- Scanned text to OCR, proofed and edited the text for 100% accuracy, tagged text using XML for electronic publishing

Mitchell & Ness Nostalgia Company, Philadelphia, PA (2000–2007)

In House Graphic Designer, Advertising Manager

- Initiated and worked on graphics for over 700 projects from conception to preparation of press-ready pdfs including catalogs, media kits, brochures, direct mail pieces, advertisements, banners, packaging, and exhibit signage. Established and maintained vendor relationships while getting competitive bids on projects.
- Educated the company about a need to develop a brand identity, researched its business culture, history and past marketing efforts to create a logo that was used to increase brand awareness and helped to grow the company from a small family-owned business to a multi-million dollar company.

- Provided technical support for 5 Macintosh computers, purchased and upgraded software to the most current version available, trained staff on software, maintained 95% uptime and provided the tools to create cutting-edge design.
- Directed a 2 month long photo shoot. Hired the photographer and stylist to shoot a visual inventory of thousands of photographs, then organized the final selection into a photo library with easy to access categories, improving the quality of inventory artwork and saving time in creating promotional materials with a consistent look.
- Designed one overall look for point-of-sale materials such as banners, decals, and rack toppers; a design that developed a consistent brand identity, raised visibility and decreased the production time by half.
- Identified Mitchell & Ness's target audience, designed ads to reach out to this demographic, researched and placed advertising in publications that appealed to their target audience resulting in a higher profile among rappers that ultimately increased sales and helped grow the company.

University of Pennsylvania Press, Philadelphia, PA (1989–1999)

Marketing Associate and Designer (1997–1999)

Marketing Assistant (1989–1996)

- Designed promotional and advertising materials such as posters, postcards, invitations, catalogs, journal ads, exhibit signage and backdrops that were used to sell approximately 500 different books per year.
- Liaison for the University of Pennsylvania Press website, providing content and formatting the web graphics consistent with the University brand, resulting in its first branded web presence.
- Set up and maintained departmental computer network, and provided technical support for 5 Macintosh computers.
- Met with editors to discuss books to be featured in advertising, designed, oversaw production, and the submission of artwork, resulting in the Press having a prestigious branded presence in 15 or more different scholarly publications.
- Assumed Marketing Director's responsibilities during departmental restructuring and received a bonus for meeting the challenge of successfully running the department.
- Coordinated an extensive exhibit program with an annual budget of \$27,000, also designed and managed production of the exhibit materials which created a distinct presence for the Press at each scholarly conference, increased book sales and attracted prospective authors.
- Identified the need for an updated professional look, hired and managed outside designer to create promotional materials and new logo that projected a professional polished brand identity.
- Prepared materials for 2 seasonal catalogs per year. Selected artwork, obtained permissions, coordinated with acquisition editors and authors to meet catalog deadlines. Drew up catalog specs, obtained printer quotes, and worked with the selected printer throughout the printing process. Reviewed proofs and signed off on digital blues.

EDUCATION

- Moore College of Art + Design, Philadelphia, Pennsylvania
Desktop publishing and computer graphics program. Additional course work in print and web design.
- Pennsylvania Academy of the Fine Arts, Philadelphia, Pennsylvania
Certificate for four-year painting program (equivalent to their present day Masters degree)
- Indiana University, Bloomington, Indiana
Bachelor of Fine Arts, concentration in painting

ADDITIONAL COURSEWORK

- www.lynda.com
Took over 15 on-line tutorials and classes over 6-year period and currently take classes to keep up with new design trends and software.
- AAUP text design workshop
Attended 4-day Rich Hendel workshop on book design