



GINA BAINES HOLDER

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- 989.430.8262

EMPLOYMENT

May 2014 - Present

USER EXPERIENCE DESIGN PRINCIPAL, MARKETING DESIGN MANAGER

Solstice

As a lead of our UX practice, I'm part UI designer, part strategist, and always customer focused. Using technology to solve customer problems, I've worked in mobile, web, convoUX, IoT, AR/VR and robotics. From conceptualing and wireframing to delivering high-fidelity comps, I've delivered human-centered experiences for clients that include Citi, John Deere, Bosch, and Softbank Robotics.

Previously, I was lead designer for Solstice's marketing team, responsible for all external brand collateral design and production. Creative director for the Solstice identity rebrand: including new logo and website redesign, establishing brand guidelines, development of FWD brand, designing internal presentations, shooting and editing video spots.

Feb. 2012 - May 2014

DESIGN MANAGER

Golin

Designed various collateral clients such as McDonald's, Unilever, Cisco and Tobacco Free Florida. Projects have included infographics, presentation design, illustrations, newsletters, posters, logos and identity work. Lead social media designer for Lipton Tea, Breyers, Popsicle and Fruttare. Managed a team of 2 junior designers and 1 intern.

April 2011 - Jan. 2015

CREATIVE DIRECTOR

The Best of Aging Magazine

Created layout, design and graphics of 24-page monthly magazine, basic photo research. Designed and kept up maintenance of website.

Summer 2011

ART INTERN

TIME Inc. All You Magazine

Independently designed 23 pages, conceptualized art for stories, assisted on photo shoots, performed art checks. Illustrated three logos for magazine events.

April 2010 - Oct. 2011

DESIGN DIRECTOR

ING Magazine

Layout, design and graphics of 32-page monthly magazine. Managed and supervised 6 junior designers.

EDUCATION

MICHIGAN STATE UNIVERSITY

B.A., Journalism,
Emphasis: Information Technology

Graduated: December 2011

GPA: 3.52 - Dean's List

HOPE COLLEGE

Communications

2007 - 2008

GPA: 3.43 - Dean's List

HONORS

Top 100 Buzzfeed Members

Given to writers whose posts have received more traffic than 99% of other members (2014)

MSU Outstanding Senior Award

Presented to a senior who has exemplified personal and academic achievements, and demonstrated their dedication through their leadership and involvement on campus and in the community (2011)

MSU AIGA Student Exhibition

Wine graphic displayed at professional association for design student show (2010)

Columbia Scholastic Press Association:

First Place national award: Feature Page Design Broadsheet (2007)

Michigan Interscholastic Press Association:

First Place - Personality Profile (2007)

First Place - Feature Page/Spread (2007)

First Place - Entertainment Page/Spread (2007)

First Place - News/Page Spread (2006)

SKILLS

Sketch

Invision

InDesign

Illustrator

Photoshop

Premiere

HubSpot

HTML/CSS

Social Media

After Effects

Principle

Keynote