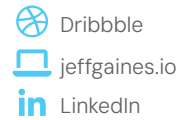




JEFF GAINES

Creative/Art Director | Designer
projectharpoon@gmail.com | 678.457.6579



ABOUT

I'm a creative director and designer focused on building brands, products, and systems that live in the real world. My work spans apparel, identity, retail, and product design, creating work that shows up on fields, in stores, and across large-scale events.

With a background in design, photography, and product development, I'm comfortable moving from concept through production. I've worked inside fast-moving teams and alongside suppliers and production partners, helping bring products to market and building systems that scale along the way.

I'm most interested in work where design has a job to do, creating clarity, strengthening identity, and building products that hold up in the real world.

CORE SKILLS

Creative & Design

Art Direction • Brand Identity • Packaging
UI/UX • Figma • Apparel & Headwear Design
Adobe Creative Suite

Product & Retail

Product Development • Seasonal Assortments
Merchandising • Retail Environments
Supplier & Factory Collaboration

Marketing & Brand

Campaign Development • E-commerce
Product Storytelling • Omnichannel Marketing
Event Branding

Leadership

Team Leadership & Mentorship • Cross-functional
Collaboration • Brand Systems

EDUCATION

Kennesaw State University

Bachelor of Fine Arts, Graphic Design

EXPERIENCE

Perfect Game

Creative Director of Product

Jan 2025 - Present

- Lead apparel and headwear product design and development across e-commerce, retail, and national event channels, contributing to \$10.4M in total revenue (+28% YoY)
- Direct seasonal assortments from concept through production in collaboration with key suppliers including Imperial, BDA, Adidas, and Bruce Bolt
- Developed product assortment and apparel designs that supported 53% e-commerce growth YoY, driven by stronger unit volume, order frequency, and average order value
- Designed premier event uniforms and apparel for flagship tournaments including the All-American Classic, SelectFest, and All-Star Game, with event designs serving as a creative launch pad for in-line product development across graphics, patterns, typography, and illustration
- Mentor and guide internal design teams while maintaining consistency across product, retail, and event branding systems

Perfect Game

Creative Director of Marketing

Feb 2023 - Dec 2024

- Led tournament branding, campaign development, and identity systems across one of the nation's largest youth baseball organizations, serving 130,000+ athletes annually
- Directed creative for marketing campaigns across e-commerce, email, social media, retail, and onsite activations supporting major tournament series and seasonal product launches

EXPERIENCE

- Oversaw creative direction for retail store launches, branded event environments, merchandising systems, and in-store graphics across multiple physical locations
- Art directed product photo and video shoots from pre-production through post, managing asset delivery across digital, retail, and event channels
- Developed scalable creative systems across retail, apparel, digital, and experiential channels, including brand collaborations with partners such as Adidas and Bruce Bolt

Outstand

Art Director | UI Designer

July 2018 - Feb 2023

- Served as primary architect of the HowMoneyWorks brand expression, establishing pattern usage, illustration style, and character design systems within an existing color framework, defining how the brand looked and communicated across all platforms and content
- Art directed HowMoneyWorks omnichannel marketing creative across email, social, and digital platforms in collaboration with copywriting and marketing teams, contributing to 340% subscriber growth on the Outstand platform
- Directed creative across numerous financial and insurance clients including Nationwide, developing social content and internal agent education materials alongside primary brand work for HowMoneyWorks
- Art directed motion and video content in partnership with external studios, overseeing production direction, voice talent selection, and creative execution

EvoShield x Wilson

Sporting Goods

Art Director

Feb 2014 - July 2018

- Directed creative across brand, content, packaging, and retail touchpoints as the primary creative voice for EvoShield, maintaining consistency across digital campaigns, product launches, and national retail environments
- Partnered with MLB athletes including Carlos Correa, Alex Bregman, Miguel Cabrera, Christian Yelich, Byron Buxton, and Gary Sanchez to develop content and campaigns across social, e-commerce, and retail
- Developed packaging design across 20+ product lines spanning baseball protection, compression apparel, and football categories, collaborating with suppliers to create custom die-lines and production-ready systems for retail distribution
- Maintained brand consistency across major retail partners including Academy Sports + Outdoors, Dick's Sporting Goods, and Cabela's, aligning creative to varied retail environments and merchandising needs
- Led a core creative team of internal designers alongside freelance designers and photographers, directing campaigns, product launches, branded content, packaging, and retail execution across all consumer touchpoints
- Played an integral role in the EvoShield acquisition into Wilson Sporting Goods, serving as one of three Athens-based team members brought over to lead creative direction across social, e-commerce, email, packaging, and in-store — helping establish the brand within the Wilson portfolio from the ground up

