Gretchen Larsen

1882 Vollintine Ave., Memphis, TN 38107 646 420 2278 geelarsen@gmail.com gretchenlarsen.com

career history

Minnetrista Muncie, IN Lead Graphic Designer, July 2017 to August 2018

Design and production of all museum advertising (print and digital), web and social graphics, promotional and event collateral, campus signage and exhibit graphics.

International Rescue Committee

New York City

Assoc. Director, Brand & Creative, January 2014 to June 2016 Creative Officer, March 2009 to January 2014

Art direction, design and project management of global marketing, outreach and event collateral, branding and advertising, in print and online. Develop and manage brand across communications, marketing and fundraising teams, as well as 55 U.S. and overseas offices. Copywriting and editing when needed. Education and training on best practices in design and brand expression. Implementation and oversight of online digital asset management system. Manage creative team, freelance designers, photographers and interns.

Independent Freelance New York City Graphic Designer, February 2008 to March 2009 Various print and web design projects for clients such as ARTINFO.com, Windowbox.com, and *More* magazine.

Department of Graphic Sciences Los Angeles Principal Partner, March 2003 to January 2008
Account and business management of boutique studio specializing in branding and marketing for small businesses, non-profits and cultural organizations. Art direction, design, writing and project management of all manner of print materials from concept to completion. New business research and outreach, vendor research, oversight of freelancers and interns. Clients included Los Angeles Contemporary Exhibitions, PureOlogy, Person & Covey, American Wine & Food Festival.

Natural History Museum of Los Angeles County

Graphic Designer, September 2001 to July 2003 Creation of Museum publications, advertising, exhibit graphics, exhibition and institutional collateral, as well as exterior and interior signage. Production and press supervision. Coordination and direction of museum photography, file management and archiving.

Previous work experience

Graphic Design positions at Joico International, Lincoln Park Zoo, Chicago Reader.

additional experiences

- Volunteer ESOL Classroom Helper, Refugee Empowerment Program, Memphis, TN
- Kitchen volunteer and pro-bono design services, Soup Kitchen of Muncie, Muncie, IN, 2016–18
- · Volunteer, Book Arts Collaborative, Muncie, IN, 2016-18
- Volunteer instructor, photojournalism program for teenage girls, Step Up Women's Network, 2006
- Volunteer designer and co-editor,
 Women's Care Cottage HOME magazine, 2003
- Designer and co-editor, Cakewalk magazine, a contemporary art journal, 1998–2004

education

BA in Visual Communications, minor in Studio Art, Marquette University, 1996

awards

- Bronze MAXI, Direct Marketing Association, 2014, for high-performing donor newsletter IRC at Work.
- Certificate of Excellence, *Print* Regional Design Annual 2007 for *Fair Exchange* catalogue
- Certificate of Excellence,
 Print Regional Design Annual 2001 for Cakewalk magazine
- 3rd Place, Special Sections—Covers,
 2000 Association of Alternative
 Newsweeklies Design Competition,
 for cover of 1999 Chicago Jazz Festival
 pull-out section, Chicago Reader

skills

- Highly proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat) on Mac and PC platforms
- Understanding of HTML/CSS, content management systems, and best practices in user experience and digital publishing tools
- · Copy writing and proofreading capabilities
- Complete understanding of digital asset management practices and metadata schema development
- Highly comfortable in all office word processing, presentation and data management software, including Microsoft Word, Powerpoint and Excel
- Knowledgeable in photography, black and white photo processing and printing techniques, as well as silk screen printing and letterpress
- · Certified in Basic First Aid and CPR