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Project Samples can be viewed at www.gretadesign.com
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My expertise with video design, combined with my extensive knowledge and love of typography, layout and print design, enable me to successfully integrate video and print disciplines, resulting in compelling productions for video web and print.

gretadesign LLC. may 2000 – present (Please see samples and client list on website; gretadesign.com)

Designing and conceptualizing for all landscapes. My skills include graphic design for print collateral, project management, creative conceiving, marketing, branding, set design, logo design, web design, outdoor, signage and video design.

april 1996 to may 2000 | WB2kwgn tv | denver, co | art director

The Art Department is responsible for the creation of all graphic aspects of station promotion, ranging from news graphics and WB Network promotion to the creation and implementation of station identity. This position demanded a very hands-on approach to design and production of print, video set, signage and web design projects. It also demanded the ability to responsibly delegate, make big decisions on the fly and juggle multiple projects, budgets and deadlines.

october 1995 to april 1996 | kmgh tv, kcnc tv, kwgn tv and the works freelance designer | denver, co.

Produced and designed nightly news graphics and special projects.

april 1994 to october 1995 | kdfw tv | dallas fort worth, tx | senior designer

A key team player in the design and creation of promotional spots for news and production of this Fox affiliate in a top eight market. Responsibilities: designing nightly news graphics, design and coordination of all print projects and art directed on-line sessions in Flame, Quantel Hal, Editbox, Abacus, and Grass Valley suites.

april 1992 – december 1993 | Rocky Mountain PBS | denver, co | designer

KRMA-TV public television. Responsibilities covered a wide range of venues, and required the ability to work with a number of departments. Designed sets, storyboard animation and print collateral.

october 1991 – april 1992 | denver museum of natural history | denver, co | contract graphic designer.

Worked on the team which provided all the print work for the Aztec exhibit. Designed and produced workshop brochures and publications for the museum.

june 1990 – august 1991 | freelance designer | los angeles, ca

The Designory – '92 Nissan Sales Book (production). Otis Parsons – Fall '91 catalog (production). Carré Design – Two annual reports. Warehouse Entertainment – Newsprint ads and catalogs.

october 1987 – june 1990 | graphic evidence | los angeles, ca | senior designer

Graphic Evidence – Court room exhibits. A subsidiary of Saatchi and Saatchi Advertising, specializing in courtroom graphics including large charts, diagrams and story boards for video animation for Fortune 500 companies such as Shell Oil, the NFL and American Airlines.

june – july 1987 | knbc tv 4 | burbank, ca | freelance designer

Designed and art directed the style of illustration that was used in the game show pilot, "Strike A Match". Illustrated some mock book covers for the Johnny Carson Show.

education

1987 Bachelor of Fine Arts Degree University of Arizona | tucson, az

awards

2005 Heartland Emmy – Best art direction for an artistic documentary – RMPBS – Van Briggie – Art of Clay

2000 Heartland Emmy – Best art direction for set design – WB2

1999 Heartland Emmy – Best art direction for a newscast – WB2

1998 Broadcast Design Association International Silver – Best outdoor billboard – WB2

1985 & 1986 Posner Art Scholarship for Graphic Design – University of Arizona

techie stuff

Macintosh system and software proficient. System OSX 10.5 Adobe InDesign CS4, Photoshop CS4, Illustrator CS4, Go Live CS3, Quark XPress8 and QuickBooks.

A good understanding of FLASH, After Effects, Dreamweaver, Fireworks, and Power Point.

Familiar with the workings and capabilities of digital editing. Adobe After Effects, Quantel Systems; Paintbox Express Series, Hal and Editbox.

Experienced in project planning, budgeting, pricing, scheduling, production and press checking.

clubs | associations

Broadcast Designers Association 1993-2000

Art Directors Club of Denver

MOCA member