



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 print, video and web design.

Please see samples and client list on website: [www.gretadesign.com](http://www.gretadesign.com)

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**Gretchen McArthur** is a professional graphic designer with more than 20 years of experience in client relations, project planning, budgeting, pricing, scheduling and production.

**gretadesign LLC. Denver, CO / Owner, Art Director**

{May 2000–Present} 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.

**WB2 KWGN TV Denver, CO / Art Director**

{April 1996–May 2000} 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 development 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 required the ability to responsibly delegate, make big decisions on the fly and juggle multiple projects, budgets and deadlines.

**Freelance Graphic Designer Denver, CO**

**KMGH TV, KCNC TV, KWGN TV and The Works:**

{October 1995–April 1996} Produced and designed nightly news graphics and special aerospace projects.

**KDFW TV Dallas-Fort Worth, TX / Senior Graphic Designer**

{April 1994–October 1995} A key team player in the design and creation of promotional spots for news and production of this Fox TV affiliate in a top eight market. Responsibilities: designing nightly news graphics, design and coordination of all print projects and art directing on-line video edit sessions for station promos and show opens.

**Rocky Mountain PBS Denver, CO / Graphic Designer**

{April 1992–December 1993} 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. Art directed video edit sessions for program opens.

**Denver Museum of Natural History Denver, CO / Graphic Designer.**

{October 1991–April 1992} Worked on the team that provided all the print work for the Aztec exhibit. Designed and produced workshop brochures and publications for the museum.

**Freelance Graphic Designer Los Angeles, CA {1990–1991}**

**The Designory**–Production artist on Nissan car catalogs.

**Otis Parsons**–Fashion design school. Produced Fall catalog.

**Carré Design**–Design studio producing corporate annual reports.

**Wherehouse Entertainment** - Music superstores. Designed national weekly newsprint ads and music catalogs.

**Graphic Evidence, Los Angeles, CA / Senior Graphic Designer**

{October 1987–June 1990} A subsidiary of Saatchi and Saatchi Advertising, specializing in courtroom graphics, including large charts, diagrams and storyboards for video animation for Fortune 500 companies such as Shell Oil, the NFL and American Airlines.

**KNBC TV 4 | Burbank, CA / Freelance Graphic Designer**

{June–July 1987} NBC TV West Coast - 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 Tonight Show with Johnny Carson*.

**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 Briggles - 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.

**Techie Stuff**

Macintosh system and software proficient. Adobe CS4. A very good understanding of PowerPoint, FLASH, Dreamweaver, and After Effects.