



"My approach to graphic design is simple. I start with clean and functional design - and then make it beautiful."

- Gretchen McArthur, Creative Director, gretadesign

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 many years of experience in client relations, project planning, budgeting, pricing, scheduling and production for the corporate, non-profit, healthcare, and entertainment industries.

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

{ May 2000–Present } Responsible for designing, conceptualizing and management for a wide variety of graphic design projects including but not limited to: overall creative, print collateral, branding uniformity, logo design, proposal design, web design, outdoor advertising, and video design. To view a list of my clients and sample projects please visit my website at: [www.gretadesign.com](http://www.gretadesign.com)

**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 for special and on going fundraising events and programs.

**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 (emphasis in Graphic Design)**  
**University of Arizona** Tucson, AZ.

**Awards**

**Heartland Emmy** - Best art direction for an artistic documentary – RMPBS - Van Briggles - Art of Clay

**Heartland Emmy** - Best art direction for set design–WB2

**Heartland Emmy** - Best art direction for a newscast–WB2

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

**Posner Art Scholarship for Graphic Design**–  
University of Arizona, Tucson

**Techie Stuff**

Macintosh system and software proficient. Adobe Creative Suite. Microsoft Office: PowerPoint and Word. A very good understanding of Adobe After Effects and various video animation and editing software.

