

Gretchen Larsen

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career history

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| Department of Graphic Sciences
Los Angeles | Principal Partner , March 2003 to January 2008
Account and business management of boutique studio specializing in print design for the health and beauty industries, as well as non-profit institutions and cultural organizations. Art direction, project management and design of all manner of print materials from concept to completion. New business research and outreach, vendor research, oversight of freelancers and interns. |
| Natural History Museum of Los Angeles County | Graphic Designer , September 2001 to July 2003
Design and production on a contract basis. Creation of Museum publications, advertising, exhibit graphics, exhibition and institutional collateral, as well as exterior and interior signage. File management and archiving, supervision of interns and volunteers. |
| Joico International
Los Angeles | Graphic Designer , January 2001 to April 2002
Design and production on a freelance basis. Creation of promotional materials including brochures, national advertising, in-store signage, packaging and POP displays. Scanning, image retouching and color correction, light copywriting, preparation of files for output, preparation of ads and insertion orders for publication, press supervision. |
| Lincoln Park Zoo
Chicago | Graphic Designer , January to October 2000
Creation of all editorial and promotional print design from inception to completion. Coordination and direction of location photo shoots, photo editing and retouching, vendor research and quoting, preparation of files for press, press supervision. |
| Chicago Reader, Inc. | Production Artist , April 1997 to January 2000
Editorial and advertising design for weekly alternative newspaper. Page layout, pre-press production, paste-up, scanning, image correction, typesetting, training new coworkers, operation of digital imagesetters and processing equipment. |

additional experiences

- Volunteer instructor, Photojournalism program for teenage girls, Step Up Women's Network
- Pro-bono design services for Los Angeles Contemporary Exhibitions
- Volunteer designer and co-editor, Women's Care Cottage *HOME* magazine
- Designer and co-editor, *Cakewalk* contemporary art journal

education

Bachelor of Arts in Visual Communication, with a minor in Studio Art, Marquette University, May 1996

awards

- 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 2 (InDesign, Illustrator, Photoshop, Acrobat), as well as Quark Xpress 6.1. Some knowledge of Macromedia Dreamweaver and Flash MX.
- Comfortable in most office word processing and data management software, including Microsoft Word, Excel, and Filemaker Pro.
- Copywriting and proofreading capabilities
- Knowledgeable in black and white photo processing and printing techniques as well as silkscreen printing.