

Gretchen Throop Williams

Boulder, CO 80301

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<http://www.gtdigitalstudio.com>

Profile

Digital designer who has worked directly with some of Silicon Valley's top executives to improve communications through the design of informative and eye-catching graphics. Proven experience with user interface, web and animation design. Unique candidate with solid CSS, HTML and JavaScript programming skills complimenting extensive design experience.

Technical Skills

Adobe Photoshop	Bootstrap	Adobe Edge Animate	Adobe Audition
Adobe Lightroom	JavaScript	Cinema 4D	Adobe Dreamweaver
Adobe Illustrator	Sublime Text	Adobe AfterEffects	Adobe InDesign
CSS	Sketch	Adobe Premiere Pro	Adobe Acrobat
HTML5	Tumult Hype	Final Cut Pro	Microsoft Office

Professional Experience

Freelancer, GT Digital Studio, Gretchen Troop Photography, Boulder, CO 5/2017 - present
<http://gtdigitalstudio.com/> & <https://gretchentroop.zenfolio.com/>

- Management and daily promotion of multiple companies
- Re-hired as a freelancer to work at Knowledge Factor on their websites
- UI analysis and re-designs of outdated websites
- Ongoing Webmaster for websites created in WordPress
- Created numerous animations for marketing purposes

Lead Designer, Knowledge Factor (Amplifire), Boulder, CO 01/2016 - 05/2017
<http://www.amplifire.com>

- Designed a user interface for the company's authoring system
- Initiated and established an in-house graphics department for the company
- Designed and developed HTML5 animations
- Created and managed 5 company websites
- Implemented current SEO practices to increase web traffic by 400% over 3 months
- Collaborated with employees and clients to generate custom graphics
- Spearheaded social media campaign
- Photographed custom stock photography and video for use in software
- Implemented standards and systems for content
- Trained employees to create basic content within defined parameters
- Presented improvements to software's interface design to entire company
- Organized all digital assets into efficient, accessible library
- Eliminated redundancy in work flow

- Worked directly with CEOs and top executive's to transform ideas into visuals
- Exceeded deadlines at high-stake, high-pressure multi-million dollar corporate events
- Operated event graphics for Executive and Sales Team trainings of 10,000-150,000 attendees
- Mastered multiple graphic design programs through constantly changing landscape
- Recruited new and maintained top clients over 20 years in business
- Performed with customer service forward approach under extreme pressure

Clients

Technology	Healthcare	Automotive	Financial	Other
Adobe	Amgen	BMW	Bank of America	Clorox
Apple	Genentech	Hyundai	Charles Schwab	Dish Network
Autodesk	Kaiser Permanente	Chevron	Silicon Valley Bank	Estee Lauder
Cisco Systems		Conoco	Washington Mutual	GAP
Facebook			Wells Fargo	Hunter Douglas
Google				
Oracle				

Education

Bachelors of Science in Illustration Photography 1988
Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY

Additional Training

Web Design Certification, Boulder Digital Arts, Boulder, CO 01/2018
Achieved certification in training for for Web Design

Video Production Certification, Boulder Digital Arts, Boulder, CO 12/2017
Achieved certification in training for for Video Production

UI/UX Design Certification, Boulder Digital Arts, Boulder, CO 11/2017
Achieved certification in training for for UI/UX Design

Digital Project Management Certification, Boulder Digital Arts, Boulder, CO 09/2017
Achieved certification in training for Digital Project Management

Multiple Digital Design & Photography Classes, Boulder Digital Arts, Boulder, CO 2005-2017
Completed 19 classes in coding, web design, marketing, technology and photography

Spanish 1&2 Intensive, University of Colorado, Boulder, CO Fall Semester 2016
Achieved a 4.0 in Spanish Intensive 1 & 2 at CU Boulder on campus.