

Gretchen Throop Williams

Boulder, CO 80301

gretchen@gretchentroop.com

<https://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 Design

Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe InDesign

Web

WordPress
CSS
HTML5
JavaScript

Animation

Cinema 4D
Adobe AfterEffects
HTML5
Tumult Hvøe

Video & Audio

Adobe Premiere Pro
Adobe Audition
Final Cut Pro
Adobe AfterEffects

Professional Experience

Freelancer, GT Digital Studio, Gretchen Troop Photography, Boulder, CO 5/2017 - present

<http://gtdigitalstudio.com/> & <https://gretchentroop.com> & <https://boulderweddingphoto.com>

- Creation of videos and templates for RES
- Illustrating restoration projects in complex 3D animations for RES
- Design, implement and manage Glacier City Realty website since 2018
- UI analysis and re-designs of outdated websites
- Ongoing Webmaster for websites created in WordPress
- Teach Photoshop Intensive class at Boulder Digital Arts
- Created multiple 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

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				RES
Oracle				

Education

Bachelors of Science in Illustration Photography

Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY

Additional Training

Cinema 4D Basecamp, School of Motion, Florida Completed 12 week course in Cinema 4D animation	07/2021
Web Design Certification, Boulder Digital Arts, Boulder, CO Achieved certification in training for for Web Design	01/2018
Video Production Certification, Boulder Digital Arts, Boulder, CO Achieved certification in training for for Video Production	12/2017
UI/UX Design Certification, Boulder Digital Arts, Boulder, CO Achieved certification in training for for UI/UX Design	11/2017
Digital Project Management Certification, Boulder Digital Arts, Boulder, CO Achieved certification in training for Digital Project Management	09/2017
Multiple Digital Design & Photography Classes, Boulder Digital Arts, Boulder, CO Completed 19 classes in coding, web design, marketing, technology and photography	2005-2017
Spanish 1&2 Intensive, University of Colorado, Boulder, CO Achieved a 4.0 in Spanish Intensive 1 & 2 at CU Boulder on campus.	Fall Semester 2016