GRETCHEN CHERN

DESIGN EXPERIENCE

Finished Art Inc., Atlanta, GA

Design Strategy Consultant/Designer (10/11 – present)

- Spearheaded the company's website redesign, incorporating a blog and social networking tools to find a better way to share FA's diversity and passion with clients and potential new business partners, as well as give each team member the opportunity to grow and explore his/her interests

Graphic Designer (07/06 – 08/10)

- Designed packaging, identity, POS, websites, digital designs and multi-page collateral for international clients
- Managed client communications and created project estimates
- Prepared files for print and worked closely with printers
- Collaborated with other designers to develop ideas for national campaigns

Freelance Graphic and Web Designer (05/06 – present)

- Designed, built and maintained websites for new and growing businesses
- Created interactive tutorials in Flash for client presentations
- Logo design and invitation design

Visual Data Systems, Columbia, MD (01/06 – 06/06)

Graphic Design Intern

- Designed/built websites and created CSS style sheets for rental property companies
- Updated interactive maps for clients and contacted clients regarding monthly changes
- Designed animated banners for products to be displayed on corporate websites
- Created new, unified product slip sheets for marketing department

Student Events Board, University of Maryland, Baltimore County (05/04 – 05/06)

Director of Promotions

- Created flyers, posters, t-shirts and other promotional materials for various student events on campus
- Designed and maintained the Student Events Board website
- Responsible for finding and contacting printers for large-scale jobs

EDUCATION/HONORS

Savannah College of Art and Design (09/10 – 09/11)
Savannah, GA

MA Design Management; GPA: 3.9

- Planned and executed contextual research studies in order to discover new design opportunities
- Increased skill in presenting ideas through visual models such as sketching and diagramming
- Acquired a deeper understanding of innovation and its role in growing commerce and changing culture
- Worked on collaborative teams to develop design and brand strategies
- Learned to facilitate creative thinking sessions
- Attained knowledge of fundamental principles of finance and accounting

University of Maryland, Baltimore County (UMBC) (08/02 – 05/06)
Baltimore, MD

BA Visual Arts – Graphic Design; Art History Minor; GPA: 3.9; Magna Cum Laude

- Received Linehan Artist Scholarship awarded for high artistic and intellectual ability
- Named Alumni Association's Outstanding Student of the Year in Visual Arts, 2006
- Nominated for UMBC's Behind-the-Scenes Student Leadership Award in 2005 and 2006
- Nominated for Student Employee of the Year, 2006
- National Society of Collegiate Scholars, Golden Key International Honor Society, Phi Kappa Phi Honor Society

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GRETCHEN CHERN

PROFESSIONAL AWARDS/MENTIONS

39th Creativity Annual Awards – Gold Award Winner, Brochure Business to Business Category (2009)

Coca-Cola holiday orb bottle designs featured on thedieline.com (11/30/09)

COMPUTER SKILLS

Highly Proficient on MAC and PC with the following software:

- Adobe CS5 (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat)
- Microsoft Office (Word, PowerPoint, Excel)
- Keynote
- QuarkXPress

Web Skills Include:

- HTML, CSS
- WordPress

REFERENCES

Robert Fee

Program Coordinator, Design Management
Savannah College of Art and Design
Email: rfee@scad.edu
Tel: 912-713-1530

Tom Hardy

Principal, Verbal-Visual Framework
www.verbal-visual.com
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Savannah College of Art and Design
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Donna Johnston

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Verena Paepcke-Hjeltness

Professor, Industrial Design/Sustainability
Savannah College of Art and Design
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Tel: 912-401-5432

"Gretchen is a detail-oriented manager who watches the balance sheet like a hawk without losing sight of the strategic objective. She is able to work on multiple projects from concept through the design and mechanical. She is a dependable valued employee that we count on to get the job done correctly. She would be a valued asset and is highly recommended."

– Donna Johnston, President
Finished Art, Inc.

"Gretchen is a pleasure to work with. She is confident and dependable in the execution of a project. She has a great attitude and is very detail oriented."

– Daphne Brown, Account Manager
Finished Art, Inc.

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