

# GRETCHEN RITTER-LOPATOWSKI

**CREATIVE DIRECTOR, GRAPHIC DESIGNER, LOVER OF ORGANIZATION & BEAUTY.**

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Award winning designer with over 15 years of experience in print, web, marketing, identity, and package design. Visual storyteller and avid organizer loves taking projects from concept to completion and sitting down with a good puzzle. Has a wicked sense of humor and plays well with others. Is a lover of nature, colors, fonts, rocks and mashed potatoes.

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## EXPERIENCE

### 2016 CREATIVE & BRAND MANAGER

**NOW** Olympic College Foundation, Bremerton, WA

Develop, design and implement successful marketing and fundraising campaigns, events, website, e-newsletter, social media and direct mail pieces for the nonprofit organization and college departments.

### 2007 FREELANCE GRAPHIC DESIGNER

**NOW** Gretchen Designs, Bremerton, WA

Work with a range of local and national companies to design print and web marketing materials ranging from branding and logos, animated banners, direct mail postcards, brochures, stationery packages, e-newsletters, and packaging.

### 2014 GRAPHIC DESIGNER & PROJECT MANAGER

**2016** Jennergy, Seattle, WA

Designed print and web marketing materials ranging from responsive site design, customized WordPress templates, branding and logos, brochures and direct mail postcards, stationery and e-newsletters.

### 2005 GRAPHIC DESIGNER

**2014** Nickelodeon Games Group, Glendale, CA

Designed web, print and packaging materials for company's virtual-world game websites.

## EXTRAS

CASE (Council for Advancement & Support of Education)

### 2017 & 2018 DISTRICT 8 AWARDS WINNER

Annual Appeal, Speaker Series Campaign, Magazine Improvement, Campaign Booklet, Magazine Cover Design, Biennial Report, and E-Newsletter

### LEADERSHIP KITSAP

Class of 2019 Graduate and 2019-2020 Marketing Committee Volunteer

*References available upon request. Please also see [gretchendesigns.com](http://gretchendesigns.com) for endorsements.*

## EDUCATION

### 1999 BACHELOR FINE ARTS, GRAPHIC DESIGN

**2004** Lawrence Technological University, Southfield, MI

Courses in visual communication, illustration composition, branding objectives, logo design, package design, photography, interior design and architecture.

## EXPERTISE

### PRINT

Magazine concept, design and print production  
Annual reports and infographics  
Event and stationery packages  
Brochures, newsletters and catalogues  
Postcards, posters, signage and direct mail  
Presentations and tradeshow graphics  
Photography and photo retouching  
Clothing and merchandise  
Labels and packaging

### WEB

Customized WordPress website design  
Social media marketing and design  
Online advertisements and banners  
E-newsletters and emails (Mailchimp, Constant Contact)

### IDENTITY

Branding and marketing  
Logo and icon design  
Illustration

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NCMPR (National Council for Marketing & Public Relations)

### 2019 DISTRICT 7 AWARDS WINNER

Magazines, Website and E-Newsletter