

Gretchen Grajales

Chicago, IL

Website: GretchenGrajales.com

Vide Code Project: DuckRace.net

Education

Robert Morris University
B.S. Graphic Design 2010
3.88 GPA

D.A.V.E. School
Digital Animation and
Visual Effects certificate
2005

Software Experience

Creative Cloud
Active Directory
Fresh Service
Office 365 / Exchange
Azure / Entra ID
Box
Mac OS / IOS
Red Hat
Windows
Lightwave 3D
3D Studio Max
Unreal Engine
Asana
Xinet
OnFile
Jamf
Okta
Connect Fonts
Jamf
Figma
Apple Certified Technician
+ Many More

Capabilities

Vibe Coder
AI Agent Developer
Award Winning Artist
Certified Mac Technician
Technology Instructor
Service Desk Management

Specializations

Font Licensing
Copyright Law
Generative AI
Graphic Design
Video Editing
Mac OS
SaaS Management

Software and Licensing Manager with 10+ years of experience governing enterprise software ecosystems, with a focus on AI tool integration, license compliance, cost optimization, and SaaS administration. Proven record of building governance programs from the ground up and bridging IT, Legal, Procurement, Security, Privacy, and Creative teams to deliver compliant, scalable, and efficient technology platforms.

Experience

Real Chemistry 2019-Present

Software Licensing Manager Chicago, IL

Responsible for enterprise wide software governance, license compliance, and cost optimization across 50+ applications and subscriptions for a global workforce.

- Member of the company AI Governance Committee, shaping organizational policy around compliance, licensing, and responsible AI adoption.
- Authored the company Font Policy with legal's approval, incorporating copyright law, EULA compliance, and client specific licensing standards supported by video training, and documentation.
- Built the Quarterly Application Review program from the ground up, proactively monitoring feature changes, SSO impacts, licensing shifts, and software deprecations to reduce disruption and organizational risk.
- Manage provisioning, audits, and user administration across Microsoft Entra, Google Workspace, Okta, Adobe, Connect Fonts, and 50+ enterprise platforms.
- Lead software and data migrations in collaboration with Procurement, evaluating vendor options, contracts, and cost implications to maximize value.
- Develop knowledge base articles, training videos, and onboarding materials; facilitate application usage training across functional teams.
- Partner with the Security and Privacy team on improving license hygiene, access governance, and platform reliability.
- Completed 22+ certifications in across AI governance, copyright law, privacy law, data protection, and Google Workspace directly informing the policies and programs I manage.

Service Desk Team Lead Chicago, IL

Served as Service Desk Lead overseeing technical support operations for a global user base, balancing hands-on problem solving with administrative responsibilities across a wide range of platforms and systems. Brought a proactive approach to process improvement, documentation, and cross-functional collaboration to ensure seamless day to day operations.

- Delivered exceptional technical support to a global user base of 2,000+, maintaining an outstanding CSAT score
- Held key administrative roles across critical platforms, including Universal Type Server, Microsoft 365/Azure, Okta, and Adobe
- Developed knowledge base content and authored global font policy
- Managed end-to-end application implementation, licensing, and asset management
- Served as de facto procurement lead prior to the establishment of an in-house procurement team, then transitioned to procurement liaison and applications/subscriptions auditor
- Provided creative support for internal team projects, contributing to stronger overall outcomes

Havas 2015-2019

Creative Technology Lead Chicago, IL

Served as Creative Technology Lead across three major markets, bridging the gap between creative operations and technology to streamline workflows and drive innovation at scale.

- Served as Creative Technology Lead across Chicago, Atlanta, and Los Angeles, supporting 600+ users
- Led software contract negotiations and managed creative team workflows across North America
- Drove innovation in hardware and software implementation, including asset management and iPad workflows
- Spearheaded Adobe's Creative Cloud and iPad workflow adoption within the advertising industry, serving as Adobe Innovation Liaison
- Administered and installed on premise Universal Type Client administration, Adobe Enterprise Admin, and licensing control
- Administered Xinet Digital Asset Management System
- Served as Jamf Technician and Team Lead
- Innovated asset tracking management for Chicago office later adopted U.S. wide