

Gretchen Muus visual designer

Portfolio

<https://gretchenmuus.com/>

Overview

8+ years of experience transforming creative concepts into engaging, brand-driven marketing across a wide range of industries.

- Core understanding of digital content
- Applying elements of design to enhance consumer experience and drive action and engagement
- Creative problem solving

Skills

Design Software

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
 - Lightroom
- Adobe XD/Figma
- Canva

Web Design & Development

- HTML/CSS
- WordPress
- Elementor
- Responsive design
- Mobile-first design
- UX/UI design

Marketing Software & Strategy

- Salesforce
- Oracle Responsys
- Multi-channel campaigns
 - Social media
 - Paid Ads (Google, Meta)
 - Email marketing

Creative

- Typography
- Illustration
- GIF animations
- Photo & video editing
- Copywriting
- Print design & layout

Education

University of Nebraska - Lincoln

- Bachelor of Science in Advertising and Public Relations

Experience

Graphic Designer

Surack Enterprises | Fort Wayne, IN

July 2024 – Present

Enterprise organization with a diverse portfolio of brands across multiple industries including real estate, food/beverage & aviation.

- Create and execute visual assets for 15+ unique brands (print, web, email, social, paid ads, promotions, and events)
- Update brand websites/web content
- Attend/assist with photoshoots to ensure visual branding needs
- Copywriting, proofing and quality assurance
- Photo & video editing
- Social media scheduling, creation and strategy

Graphic Designer

National Laser Institute | Scottsdale, AZ

March 2022 – April 2024

Medical aesthetics training institute & medspa with locations in Scottsdale, Dallas & Chicago.

- Designed marketing materials including email, social, web, promotions, and online/in-person course materials
- Collaborated closely with the Marketing Director and Web Developer to modernize outdated assets during a full rebrand
- Presentation & event design for nationwide training pop-ups

Email Developer

Maurices | Duluth, MN

October 2018 – March 2022

Women's fashion retailer with 800+ nationwide locations

- Code, test, proof and troubleshoot responsive HTML email campaigns across multiple devices and clients
- Maintenance of high-volume email programs including welcome flows, triggered/transactional sends and loyalty/credit card sends
- Build and deploy segmented, multi-version sends to targeted audiences