

contact 218.831.3259
gbettino@gmail.com
gracebettino.com

education **University of Minnesota**
Graphic Design, Bachelor of Science *Fall 2006 - Spring 2010*

experience **catchfire**
Senior Designer *December 2011 - Present*
Designer *January 2011 - December 2011*

As a designer at catchfire I've helped develop strategies and messaging for start-up companies as well as maintain and refresh established brands. My role includes concept development, design implementation, request for proposal responses and pitching to clients. In my recent promotion to senior designer, I've stepped into a leadership role - delegating tasks and guiding other designers.

CLIENTS: 3M, Medica, UnitedHealthcare, SelectAccount, ChiroCare, Nature Valley, Ceridian, Touchstone,

Initio Advertising

Designer *November 2011 - January 2011*
Intern *August 2010 - October 2011*

During my time at Initio Advertising, I collaborated on, maintained and created brands. The scope of these projects included research, positioning, strategy, television, print, web, branding, graphic standards, radio and social media.

CLIENTS: UCare, Wild Mountain, Bailey Nurseries and Commonwealth Theatre Company

The Minnesota Daily

Art Director *May 2009 - August 2010*
Advertising Production Coordinator *December 2007 - May 2009*

As Art Director of the Minnesota Daily, I led an award-winning team of seven designers and production artists. I strengthened the team by building a more collaborative environment and raising quality expectations. My team was recognized at the 2010 CNBAM awards when we placed "Best in Category" for our online Media Kit and "Second Place" for our print Media Kit.

In my role as an Advertising Production Coordinator, I designed advertisements, promotional materials and InDesign templates.

Freelance

Tin Whisker Brewing Co. *October 2010 - July 2012*
Promedics Products *September 2010 - June 2012*

organizations **AIGA Minnesota** *2009 - Present*
Graphic Design Student Association *2009 - 2010*
University of Minnesota Wakeboard Team *2007 - 2010*