



## Gretta Fry

I am a creative who helps clients clearly communicate. Managing design projects, work-flow, and expectations are strongly emphasized through positive client + team relations. With my extensive graphics expertise, I assist my clients in making informed decisions that best serve them and their purpose. My design experience, broad skill set, and detail-oriented vision compliment forward-thinking clients and creative solutions. I integrate brand standards with the myriad of visual objectives into a functional and inspiring design to attract, educate and engage the user on any scale. Design in itself is the making of an experience. Experiential design, brand design, branded architecture, signage, wayfinding, traditional and new media are all apart of my two and three-dimensional design scopes.

I studied at Northwestern University and Savannah College of Art and Design where I received a Bachelor of Fine Arts, cum laude, in the graphic arts in 1997 and have worked continuously with architects and designers in Boston, New York City, Europe, and Minneapolis.

### **2012 – 2017 Spye | Minneapolis, MN | Multi-media design studio / [www.spye.co](http://www.spye.co)**

Developed and in-house custom content design department that included graphic design, architectural graphics & user experience: art direction for print, web, dynamic and interactive front-end design, user interface concepts, wire-frames, style frames, and bench testing for custom digital signage, dynamic video walls and interactive displays including all traditional and new media design work.

Accomplished a consolidation of company branches into a single strong brand refresh.

Sales & Marketing: ongoing marketing efforts includes a re-brand project that includes all touch-points - website, SEO, business collateral, marketing and business development including proposals and presentations. Head the annual benefit call-for-artist event for local causes hosted by Spye.

Presentations: design and present to potential or existing clients; event planning and promoting as well as trade show booth design and expo experience.

Project Management: client facing, coordination and integration of custom content design, creating dynamic teams of developers and programmers for a variety of platforms.

Recent projects include: Health Partners Neurosciences Center dynamic display, Cardinal Glass control room and lobby interactive video walls and tour experience, North Memorial Skyway Clinic dynamic displays and content, University of Minnesota College of Science and Engineering Lind Hall and Northrop digital signage systems and custom content.

### **2000-2014 HGA Architects and Engineers | Minneapolis, MN (Salary / Contractor) An integrated architecture, engineering and master planning firm | [www.hga.com](http://www.hga.com)**

In-house marketing studio: award winning web design, internal photography, custom proposals and interview presentations, marketing collateral and brand management.

Architectural graphic design: collaborate with the architecture, interior design, and technology to solve visual and user experience goals by working directly with the architectural teams to design custom signage and wayfinding, experiential, environmental and brand graphics.

Projects include the award winning American Swedish Institute, signage, wayfinding, donor recognition and the Lakewood Mausoleum, signage & wayfinding, Minneapolis, Minnesota.

University of Minnesota Masonic (Amplatz) Children's Hospital Lobby Experience, donor recognition and multi-media, interactive displays, Minneapolis, Minnesota.

Mayo Pediatrics renovation, architectural graphics, Rochester, Minnesota.

### **1997-2000 Inspired Space Design Studio & Lionheart Gallery | Boston & NYC**

Design and production for industrial design projects and presentations along side select Harvard Graduate School of Design and MIT students for European clients.

Assisted in curating, producing and promoting contemporary art shows for group and solo exhibits.



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*"Inspiration exists, but it has to find you working."* — Pablo Picasso

**Current experience *pro bono*:**

National Co-Chair for SEG D National Conference - Society of Experiential Graphic Design 2017 - 2018

Minneapolis Chapter Co-Chair for SEG D - Society of Experiential Graphic Design 2015 - 2017

Co-chairing duties including event planning for local chapter, communications and implementing social networking and overall awareness and professional networking.

Youth Advantage Board Member 2014 - 2018 / [www.youthadvantage.org](http://www.youthadvantage.org)

Youth Advantage aims to provide access to arts, athletics, and educational-enrichment experiences for children of financially-challenged homes by providing sports equipment, musical instruments and scholarships in the Stillwater community.

**Youth Advantage Bi-annual Benefit Committees**

Working with a talented group of professionals to lead event planning, design, marketing, promotions, social networking, signage and swag. These events include The Stairs of Stillwater 5k community and family event and the Mardi Gras inspired benefit event that hosts more than 300 guests with live music and auctions.

**Recent Freelance Design - Design brand identity, marketing and print/digital media**

Designing & implementing brand identity including research, strategy, design, presentations and brand asset management: Blömmabox, Youth Advantage, Refuge, Flourish and Fourtify.

