



JESSICA DUCE

Jessica Duce

Branding & Marketing
Coordinator

*Immersive Campaigns
& Visual Storytelling*

jessicaduce.com

jess.duce24@gmail.com
503.487.7415

Creative Focus

Photoshop
Illustrator
InDesign
Motion Design
Video Editing
Figma
Packaging
Branding
Prepress & Print
Photography

Marketing Strategy
Time Management
Problem Solving
Campaign Development
Attention to Detail
Communication

Education

**Brigham Young
University-Idaho**

Bachelor's in
Graphic Design

Fine Art Minor

Experience

BRANDING & MARKETING COORDINATOR

Clark Planetarium | Present

Campaign Development - Led integrated campaign development for the world premiere IMAX film *Lost Wolves of Yellowstone*, increasing attendance by 18% and generating 130+ new memberships

Brand Systems - Developed visual direction and brand systems across digital, print, and in-theater experiences

Collaborative Storytelling - Partnered with marketing, exhibits, and external collaborators to shape cohesive campaign storytelling and audience experiences

Motion & Environmental Design - Created assets for motion, video, and environmental design supporting multi-channel campaign execution

Creative Direction - Led creative reviews and feedback cycles, refining concepts while maintaining brand consistency

GRAPHIC & MULTIMEDIA DESIGNER

Clark Planetarium | March - December 2025

Creative Execution - Designed and produced campaign assets across print, digital, video, and environmental media

Production Support - Executed creative concepts from ideation through final delivery, ensuring quality and consistency

Team Collaboration - Supported cross-functional campaign development with marketing and exhibits teams

DIGITAL MAP DESIGNER

Extra Space Storage | Contract | Sept - Dec 2024

Workflow Management - Prioritized and delivered high-volume design updates under tight deadlines

Customer-Facing Design - Produced collateral to enhance the online experience

Cross-Functional Collaboration - Partnered with district and store managers to ensure accuracy and usability

Data Visualization - Translated complex data into clear, brand-consistent maps using Adobe Illustrator