



JESSICA DUCE

Jessica Duce

Brand & Multimedia
Designer

*Production Design
Brand Systems*

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Selected Achievement

Find Your Wild Campaign

*GSCA Best Big Idea
GSCA Best Film Launch*

Technical Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Premiere Pro
Audition
Figma
Print Production
Prepress & File Preparation

Education

BA in Graphic Design
Brigham Young University—Idaho

Experience

BRANDING & MARKETING COORDINATOR

Clark Planetarium | Promoted from Graphic Designer | January 2026–Present

Campaign Strategy - Led concept development and creative direction for integrated marketing campaigns, including **Find Your Wild** campaign

Brand Identity - Built cohesive brand systems across print, motion, digital, and environmental experiences

Creative Leadership - Facilitated reviews with a five-person team and refined concepts with cross-department stakeholders from strategy through final execution

Storytelling - Designed experiences that translated complex scientific topics into engaging, accessible public campaigns

Results - Increased attendance by **18%** and generated **130+** memberships through a cohesive cross-platform campaign

GRAPHIC & MULTIMEDIA DESIGNER

Clark Planetarium | March–December 2025

Integrated Campaign Design - Created print, digital, video, motion, and environmental assets for film launches, seasonal campaigns, and visitor experiences.

End-to-End Production - Developed concepts from initial direction through production-ready artwork, maintaining brand consistency across channels

Collaboration - Adapted campaign assets for theater screens, exhibit spaces, digital channels, and print production requirements.

DIGITAL MAP DESIGNER

Extra Space Storage | Contract | September–December 2024

Production Design - Produced and versioned 100+ accurate, brand-consistent maps using Adobe Illustrator

Quality Control - Coordinated revisions, accuracy checks, file organization, and final delivery with district and store managers.

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