



Jesse Inez Mucha

Senior Marketing & Brand Designer

SUMMARY

With over a decade of experience in marketing graphic design across print, digital, and motion, this experience includes collaborating with leading brands such as New Balance, VistaPrint, Girl Scouts, Madison Square Garden TV Sports Network, Rue La La, and most recently, Level99 Entertainment. Specializing in strategic, thoughtful design that strengthens brands, engages audiences, and delivers meaningful results across every touchpoint. Thrives in collaborative creative teams where ideas are shared, refined, and brought to life through purposeful design.

EDUCATION

Master of Science

NEW YORK UNIVERSITY

Motion Graphics (2D & 3D Concepts)

PRATT INSTITUTE

Communications Design, Master's Program

Transferred to New York University

Bachelor of Fine Arts

UMASS DARTMOUTH

Graphic Design & Letterform

PARSONS SCHOOL OF DESIGN

Design Marketing, Bachelor's Program

Transferred to UMass Dartmouth

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EXPERIENCE

Level99 Entertainment

Permanent | Marketing & Brand Designer | Digital & Print | January 2025 - Present | Natick, MA

Marketing & Brand Design for Level99 Entertainment and its food & beverage partners across digital, print, motion, environmental, and large-format applications. Projects include website pages, email campaigns, paid advertising, signage, digital displays, menus, packaging, promotional materials, construction barricades, and internal branded assets and toolkits.

Rue La La

Freelance | Graphic Designer | Digital | October 2013 - March 2014 | Boston, MA

Design, and imaging for digital boutique galleries.

New Balance

Freelance | Graphic Designer | Print & Digital | January - August 2013 | Brighton, MA

In-store designs, trade show booths, catalogs, hang tags, social media graphics, print, and digital advertisements.

1stAveMachine

Freelance | Graphic Designer | Motion | October 2012 | New York, NY

Pitch presentation designer for Sam Adams, and Qualcomm TV commercials.

Relevant Event & Communication Agency

Freelance | Graphic Designer | Environmental | August 2012 | New York, NY

Created environmental style frames, and storyboards for a Grey Goose Vodka launch party.

AKA Advertising

Freelance | Graphic Designer | Print | June 2012 | New York, NY

Created key art for Broadway shows, including Spider-Man, Rock of Ages, Honeymoon in Vegas, and Glengarry Glen Ross.

Wee Beastie

Freelance | Graphic Designer | Motion | May 2012 | New York, NY

Created style frames for a TLC Network TV show opening sequence, logo, and lower thirds.

1stAveMachine

Freelance | Graphic Designer | Motion | March 2012 | New York, NY

Inked animated Sesame Street characters for an Xbox Kinect TV commercial.

Click3X

Intern | Motion | January - March 2012 | New York, NY

Worked on graphic elements for TV commercials. Designed content for websites and social media pages.

Madison Square Garden TV Sports Network

Intern | Motion | June - August 2011 | New York, NY

Broadcast production that encompassed upper and lower thirds as well as graphic elements.

VistaPrint

Permanent | Graphic Designer | Digital & Print | June 2005 - August 2009 | Lexington, MA

Designed marketing materials such as emails, web graphics, banner ads, direct mail, trade shows, and catalogs. Collaborated with clients and copywriters for effective campaigns. Defined brand attributes for diverse audiences. Participated in hiring, and training new employees.