



## JESSE INEZ MUCHA /Graphic Designer

I am a Graphic Designer with 10 years of experience creating print, digital, and motion content. I've worked with well-known brands such as **New Balance**, **VistaPrint**, **RueLaLa**, and **Madison Square Garden TV Sports Network**. I enjoy working in an environment that encourages creativity and supports professional development.

Due to significant life events such as four relocations, three pregnancies, and the COVID-19 pandemic, I took a break from my career as a Graphic Designer to care for my family. During this time, I also lived in Germany, which provided me with valuable cross-cultural experiences. Currently, I reside in Massachusetts, having previously lived in Colorado and Texas.

I am excited to continue my career as a Graphic Designer. Recently, I have been working on improving my UI prototyping skills and learning more about Google's User Research Methods for UX. With my educational background, diverse design experience, willingness to learn, and cross-cultural exposure, I believe I can be a valuable asset to any team that values creativity and growth.

### CONTACT

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LOCATION: Boston, MA

### HIGHER 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

### CERTIFICATES

**Completed**  
**BRING YOUR OWN LAPTOP**  
Figma UX/UI Design Essentials

**BRING YOUR OWN LAPTOP**  
Figma UX/UI Design Advanced  
In Process

**GOOGLE PROFESSIONAL CERTIFICATE**  
UX Design  
In Process

### WORK HISTORY

**4 Relocations**  
**3 Pregnancies**  
**2 Countries**  
**1 Pandemic**  
Moved from the U.S. to Germany and back. While being a full-time caretaker, faced four relocations, three pregnancies, two countries, and one pandemic. Recently enrolled in online certificate programs to refresh old skills and develop new ones in UX/UI design, prototyping, and research. Excited to re-enter the world of Graphic Design.  
*March 2014 - Present*  
*Germany, Colorado, Texas, Massachusetts*  
**Full-Time / Caretaker**

**RueLaLa**  
Design and imaging for digital boutique galleries.  
*October 2013 - March 2014*  
*Boston, MA*  
**Freelance / Digital**

**New Balance**  
In-store designs, trade show booths, catalogs, hangtags, social media graphics, print, and digital advertisements.  
*January - August 2013*  
*Watertown, MA*  
**Freelance / Print & Digital**

**1stAveMachine**  
Pitch presentation designer for Sam Adams and Qualcomm TV commercials.  
*October 2012*  
*New York, NY*  
**Freelance / Motion**

**Catapult Non-Profit**  
Illustrated content and designed emails to align with brand guidelines for website launch.  
*September 2012*  
*New York, NY*  
**Freelance / Digital**

**Relevant Event & Communication Agency**  
Created environmental style frames and storyboards for a Grey Goose Vodka launch party.  
*August 2012*  
*New York, NY*  
**Freelance / Environmental**

**AKA Advertising**  
Created key art for Broadway shows, including Spider-Man, Rock of Ages, Honeymoon in Vegas, and Glengarry Glen Ross.  
*June 2012*  
*New York, NY*  
**Freelance / Print**

**Wee Beastie**  
Created style frames for a TLC Network TV show opening sequence, logo, and lower third.  
*May 2012*  
*New York, NY*  
**Freelance / Motion**

**1stAveMachine**  
Inked animated Sesame Street characters for an Xbox Kinect TV commercial.  
*March 2012*  
*New York, NY*  
**Freelance / Motion**

**Click3X**  
Worked on graphic elements for TV commercials. Helped to design content for websites and social media pages.  
*January - March 2012*  
*New York, NY*  
**Intern / Motion**

**Madison Square Garden TV Sports Network**  
Broadcast production: upper/lower thirds and graphic elements.  
*June - August 2011*  
*New York, NY*  
**Intern / Motion**

**VistaPrint**  
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.  
*June 2005 - August 2009*  
*Lexington, MA*  
**Permanent / Digital & Print**

**Providence Phoenix**  
Designed newspaper print advertisements.  
*September - December 2004*  
*Providence, RI*  
**Intern / Print**