

JESS TROUNCE

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GRAPHIC DESIGN WORK HISTORY

Associate Creative Director Magnetry Ad Agency | 9.2022 – 8.2024

Concept, art direction, illustration, and design. Including any and all branding direction, print, animation, video, and social content for clients such as Valley Metro, TASER, LMU, First Things First, and Shasta Pools.

Senior Branding Director (In-House)

ASSA ABLOY PHX | 5.2016 – 8.2022

Developed and rebranded three brands under the ASSA ABLOY umbrella. Branding direction, concept design, graphic design, animation and social content. Developed a new line of packaging which was adopted by the company's brand headquarters in Luxemburg to be used across most of it's brands world-wide.

Senior Art Director Magnetry Ad Agency | 10.2015 – 5.2016

Brand art direction, illustration, and design. Collaborate with the Magnetry team and clients on great conceptual content design, and illustration that successfully draw in desired targets.

Art Director Lab Design Agency | 11.2014 – 02.2015

Part-time & Contract Art Director. Worked close in collaboration with the Creative Director on several projects that involved brand research, design, and campaign creation. Also several projects involving icon, logo, package, web design, and illustration.

The Art Yogi: Agency Freelance Graphic Designer

12.2011 – 1.2017

Concept, Art Direction & Design, some coding, Production: print ads, direct mail, package, websites, online banners, eblasts, e-newsletters, some photography, stationery sets, letterheads, brand guide development & design, environmental, catalog, invitations, posters, packaging, social content campaigns.

Contracted at a number of top Phoenix AD and Design Agencies. Including: MOSES, LAVIDGE., SANTY, HAPI, PINBALL STRATEGY, MAGNETRY

Graphic Designer (In-House)

Boon Inc. Modern Baby Products 8.2010 – 12.2011

Brand identity: I was brought in to help progress the new re-brand of the company. Print collateral concept & design: Catalogs, collateral print material, manuals, brand guides, other various sales materials. Advertising & Marketing campaigns both print & digital. Package design and creation. Some illustration, photography and storyboarding.

Associate Art Director Moses Anshell Ad Agency | 11.2005 – 8.2010

Print collateral concept & design: logo, print, web sites and banners concept & design, ad campaigns, dvd demo reels, illustration, some photography.

EDUCATION

Linked-In Learning Online Courses

As Needed/Continuously from 2021

CERTIFICATES IN: Creative Problem Solving, Creative Leadership, Habits of Great Problem Solvers, Figma, and UX Designing

Art Institute of Phoenix

BA GRAPHIC DESIGN 2006 with Honors.

University of Alaska Fairbanks

BA FINE ART 2004: Printmaking, Painting, Pottery, Drawing Art History, Photography

EXPERTISE

Adobe Creative Suite:

- Indesign
- Photoshop
- Illustrator
- Acrobat
- Lightroom
- Bridge
- After Effects
- XD
- Premier Pro
- Premeir Rush
- Dimension
- Procreate
- Figma
- Klaviyo
- Mail Chimp
- Canva
- Powerpoint
- Google Slides
- Keynote
- Chat GPT

THE PREDICTIVE INDEX REFERENCE PROFILE 2022

Specialist

EXTRA PROJECTS

Den Scout Leader 2019 – 2024

BSA Pack 6, Coed Cub Scouts

Developed and lead educational and fun den meetings for a group of 7 cub scouts.

Helped in organization and leadership within Pack 6, including photography of events and activities, management of the website, created and sold new Pack 6 shirts for the betterment and advertisement of the pack.

Mixed Media Artist est. 2016

jesstrounceart.com

Acrylic paint and hand embroidery art sold on Etsy, Benefit Charity Auctions, Art Galleries, and Craft Bizarres.

Creative Mornings PHX 2012 – 2016

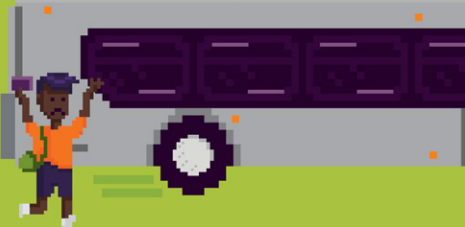
Phoenix Chapter Founder & Event Planner
Creative Mornings is a monthly breakfast lecture series designed for creative communities. There are 241 chapters world wide.



STRONGER. SMARTER. BRIGHTER.
TOGETHER.

Learn more at lmu.edu/rams

SHASTA SELECT



DON'T CHASE
a missed bus.

It's NOT a GAME

you ONLY have 1 Life.

valleymetro.org



NORTHWEST
M EXTENSION

PHASE II
JAN. 27, 2024



VALLEY METRO
valleymetro.org



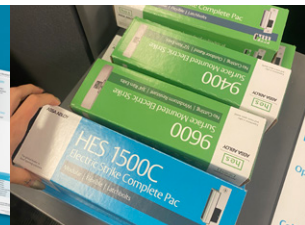
We build each pool like it's for our family. Because in a way, it is.

Shasta Select Pools
Family-Owned Since 1966

Clear Channel



ZOMBIE SURVIVAL GIVEAWAY



Honoring our legacies. Innovating for the future.

SECURITRON
ASSA ABLOY

