

SAMPLE OF WORK

JESSICA KULCHOCK

SUNDANCE INSTITUTE [BRAND]

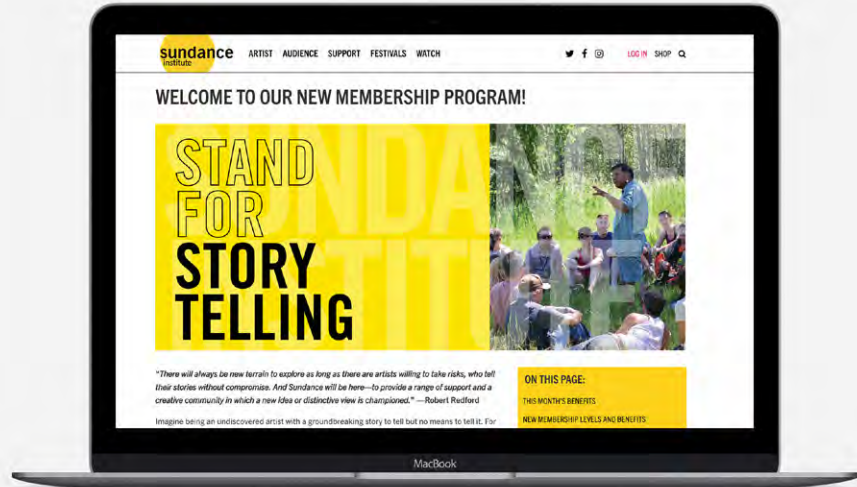
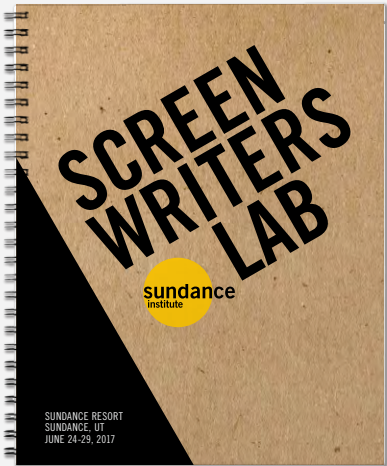
CREATING BRAND COHESION

Oversaw all printed and digital Institute materials for internal and external use.

I was responsible for refining and establishing a stronger brand, focused on creating a visual identity and voice that stands out but is flexible enough to adapt to the desired audience whether staff, artists, donors or film enthusiasts. While this included designs for many of our programs it also included creatives for events, digital learning platforms and collaborations with partners like IDEO.

SAMPLE OF WORK

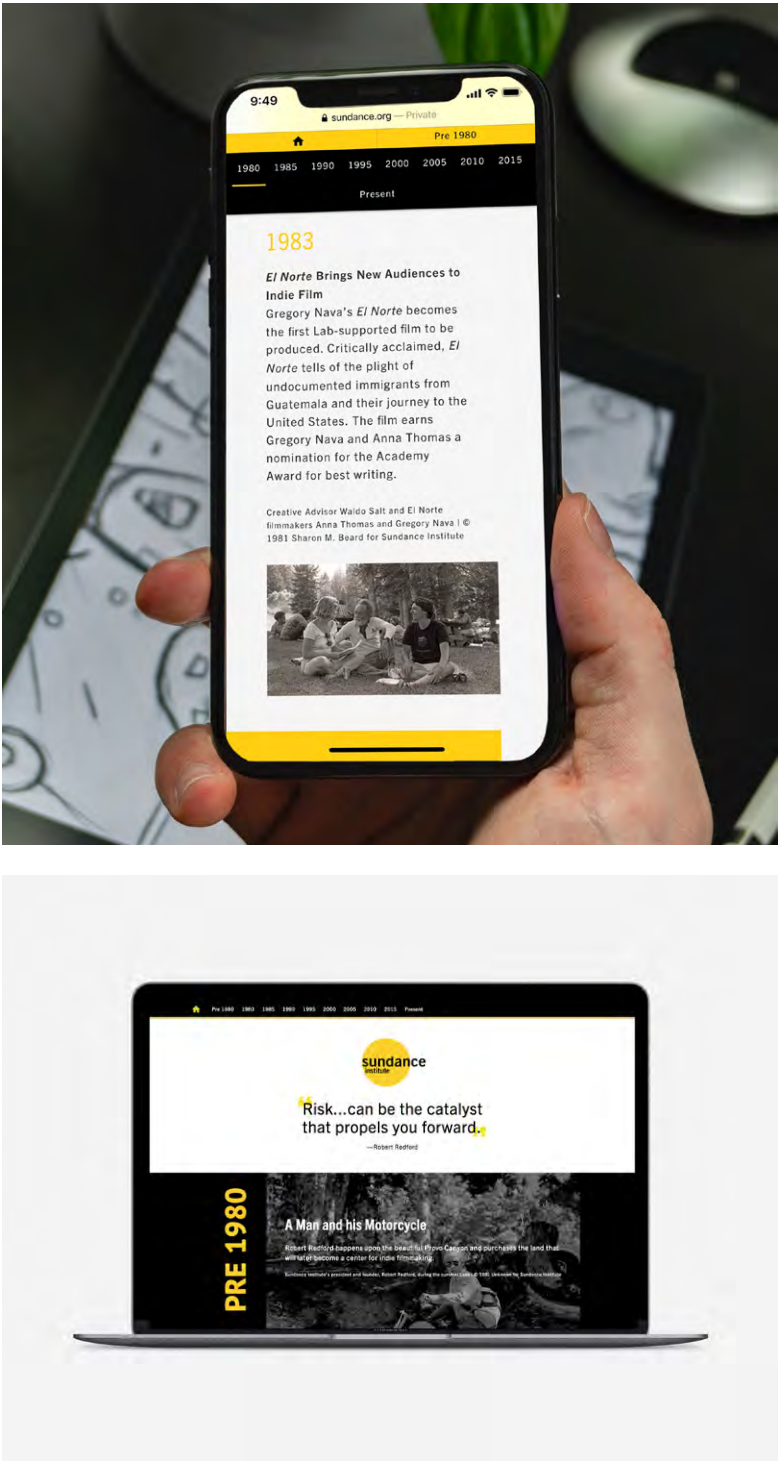
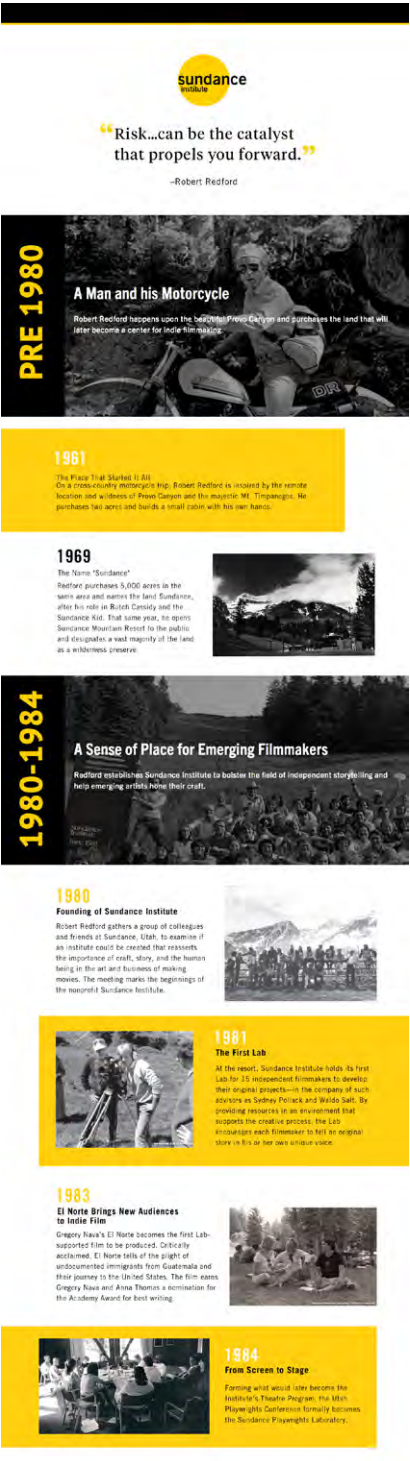
VARIOUS SUNDANCE INSTITUTE COLLATERAL



sundance
co//ab

SAMPLE OF WORK

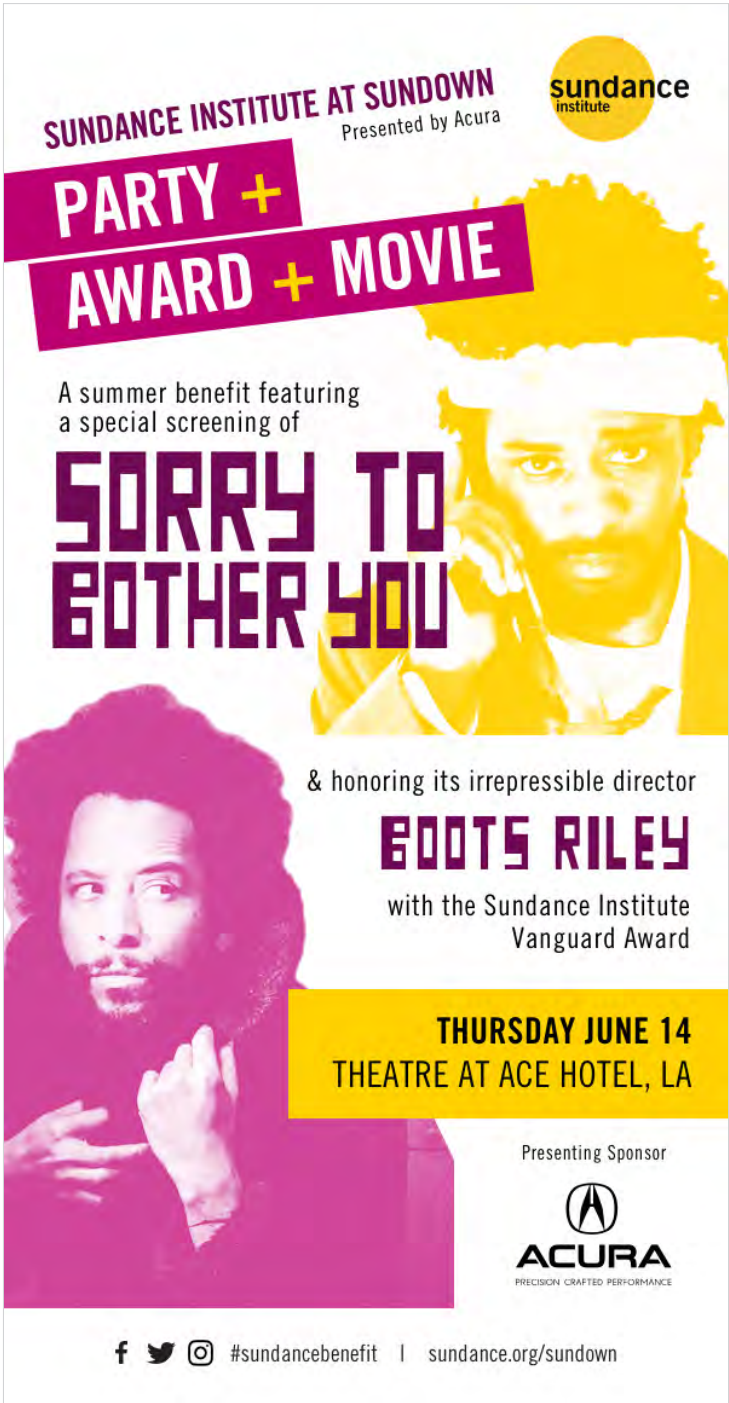
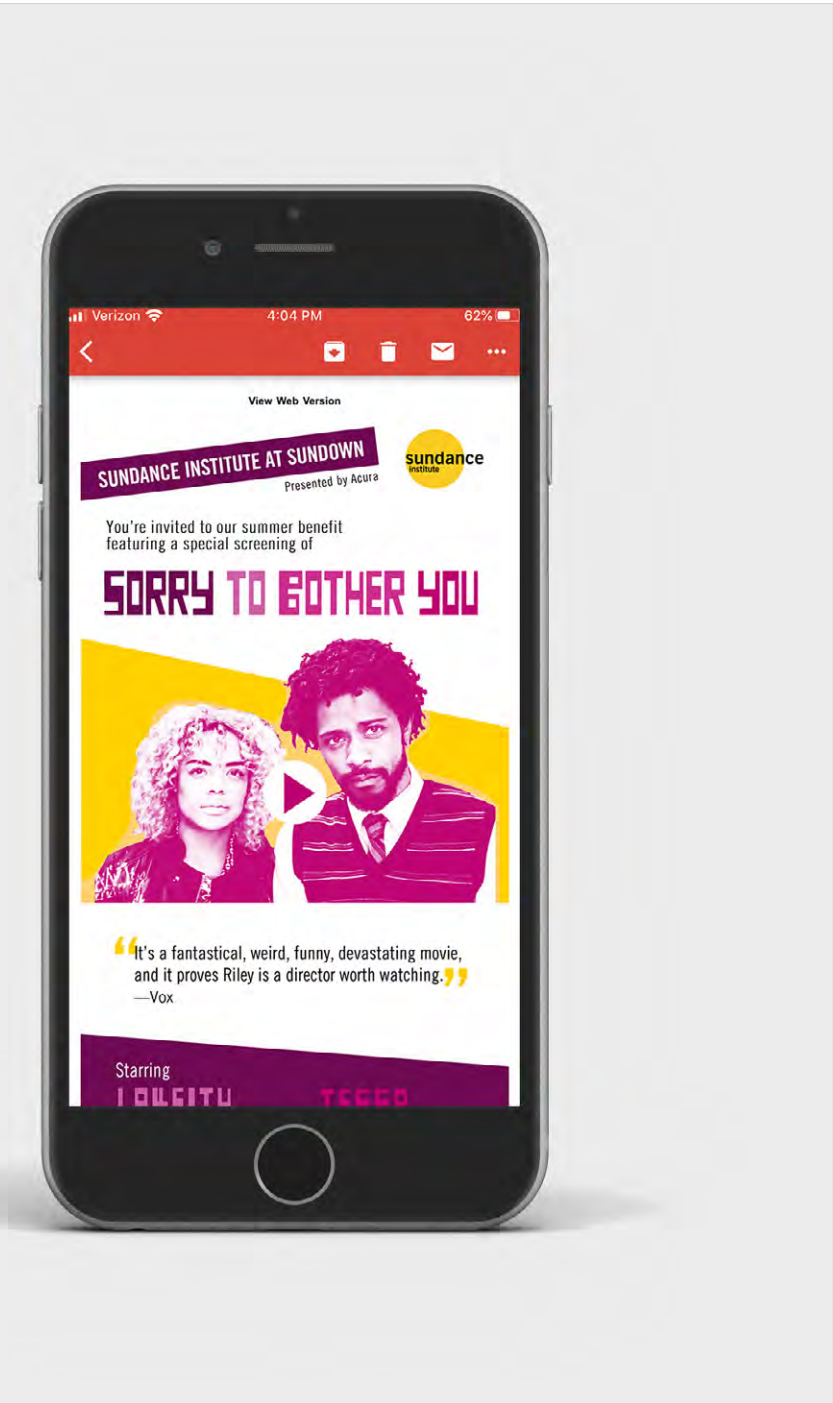
SUNDANCE INSTITUTE TIMELINE



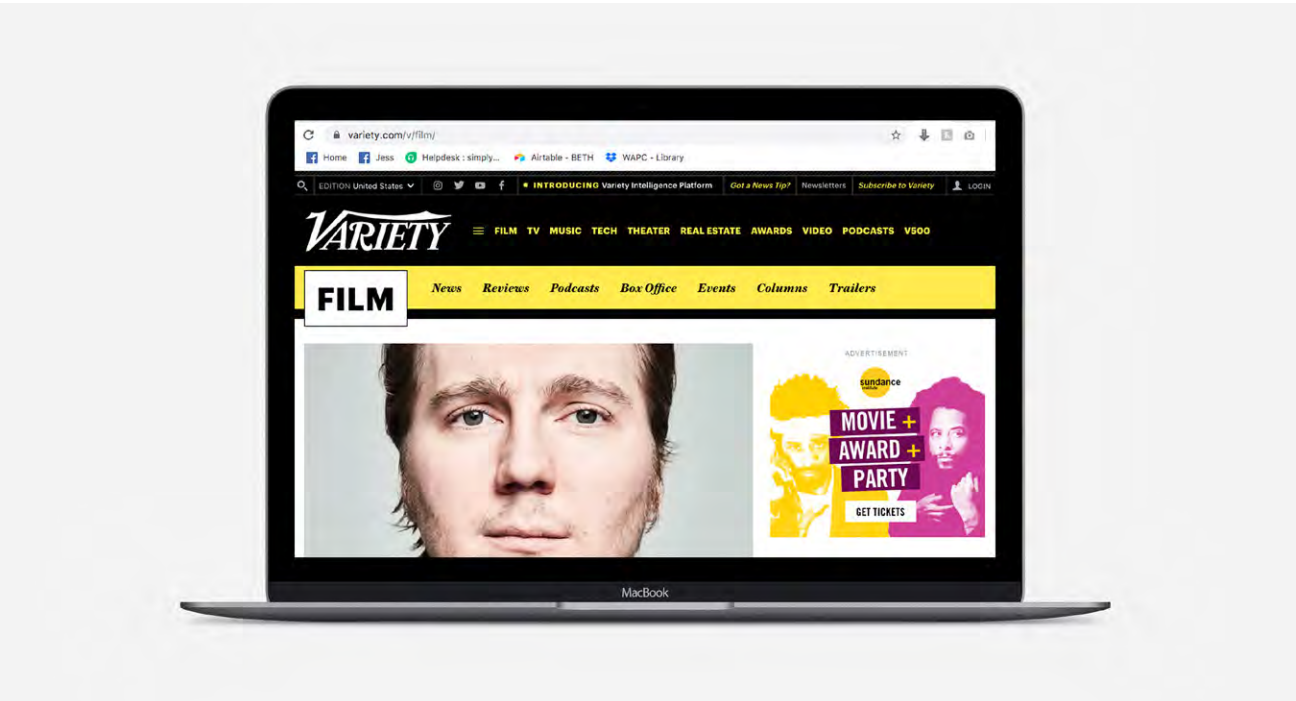
SAMPLE OF WORK

SUNDANCE INSTITUTE LA BENEFIT CREATIVE

EMAIL DESIGN



DIGITAL ADS



2018 SUNDANCE FILM FESTIVAL [BRAND]

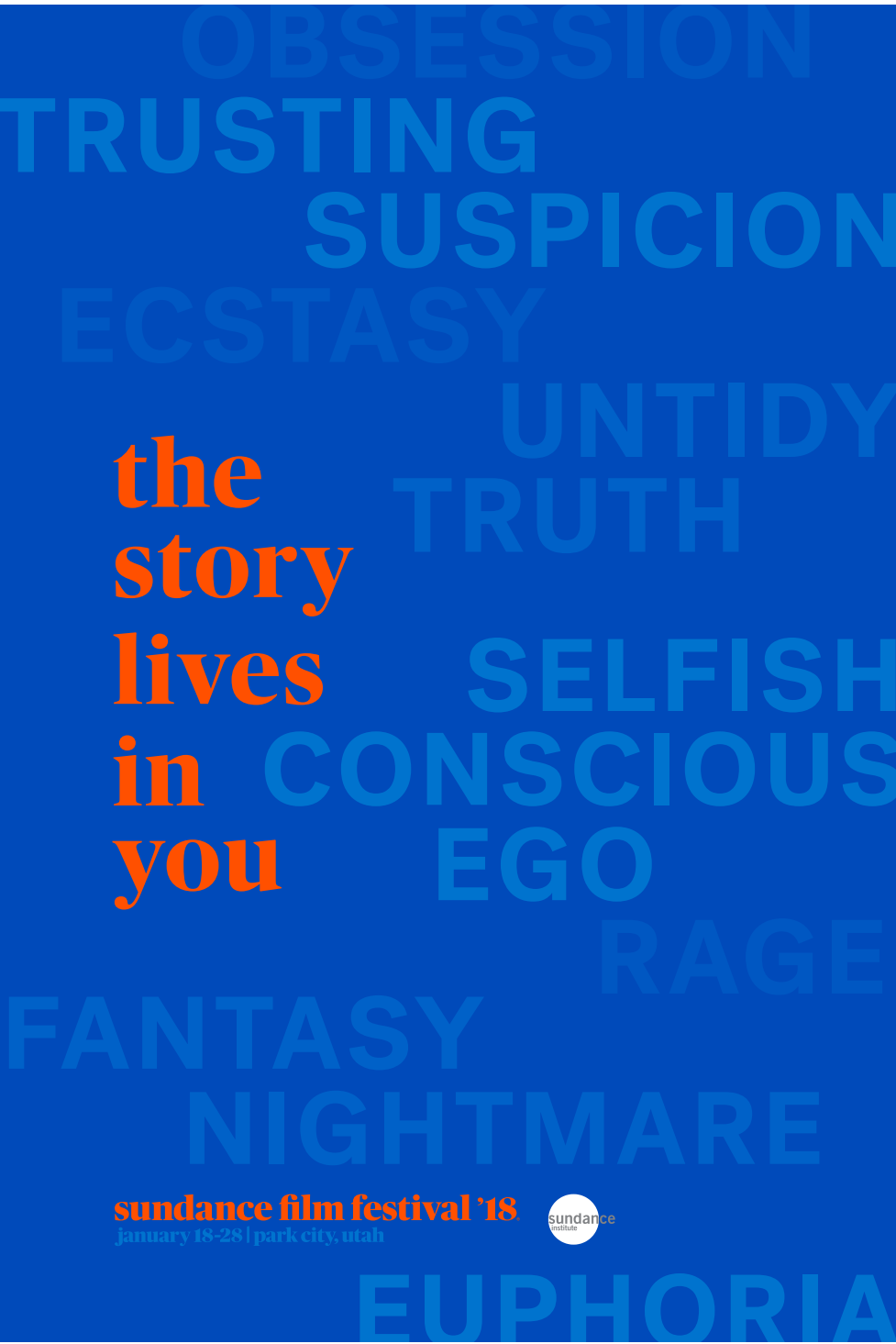
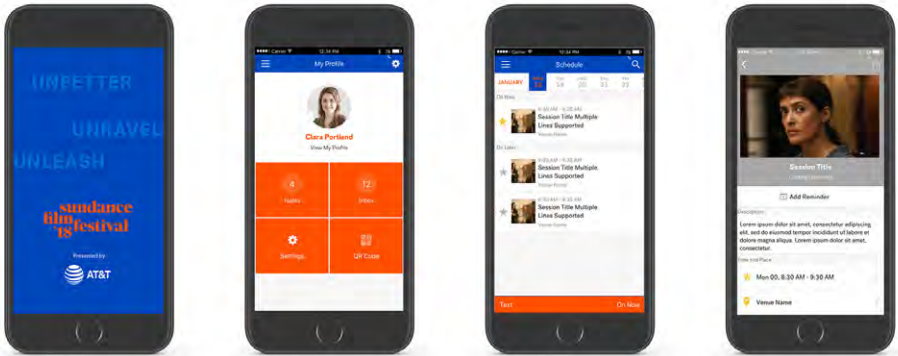
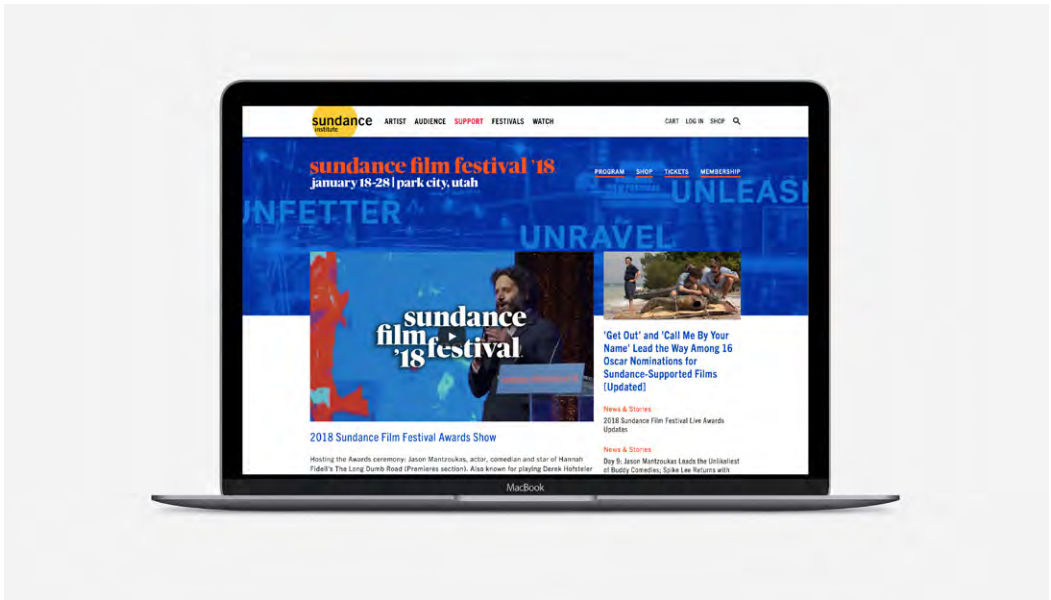
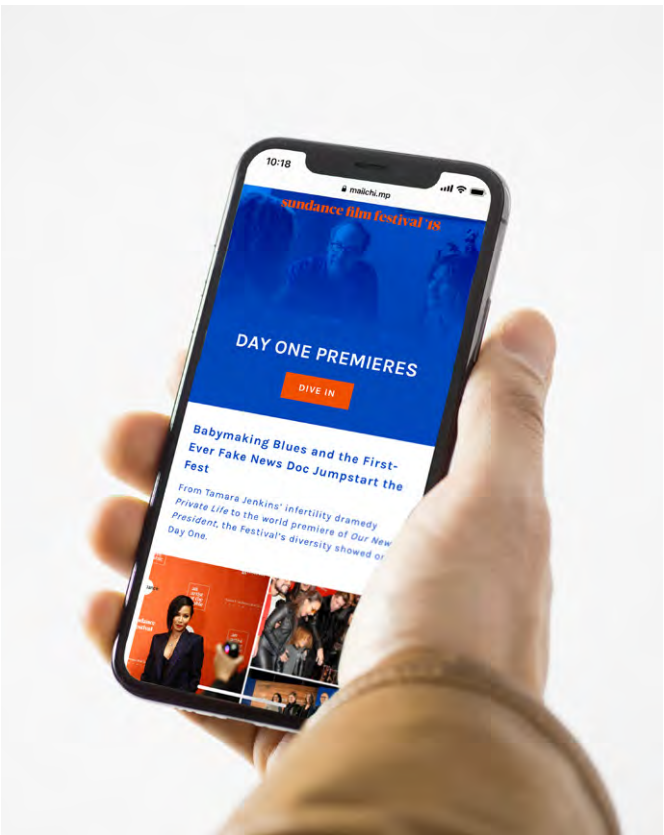
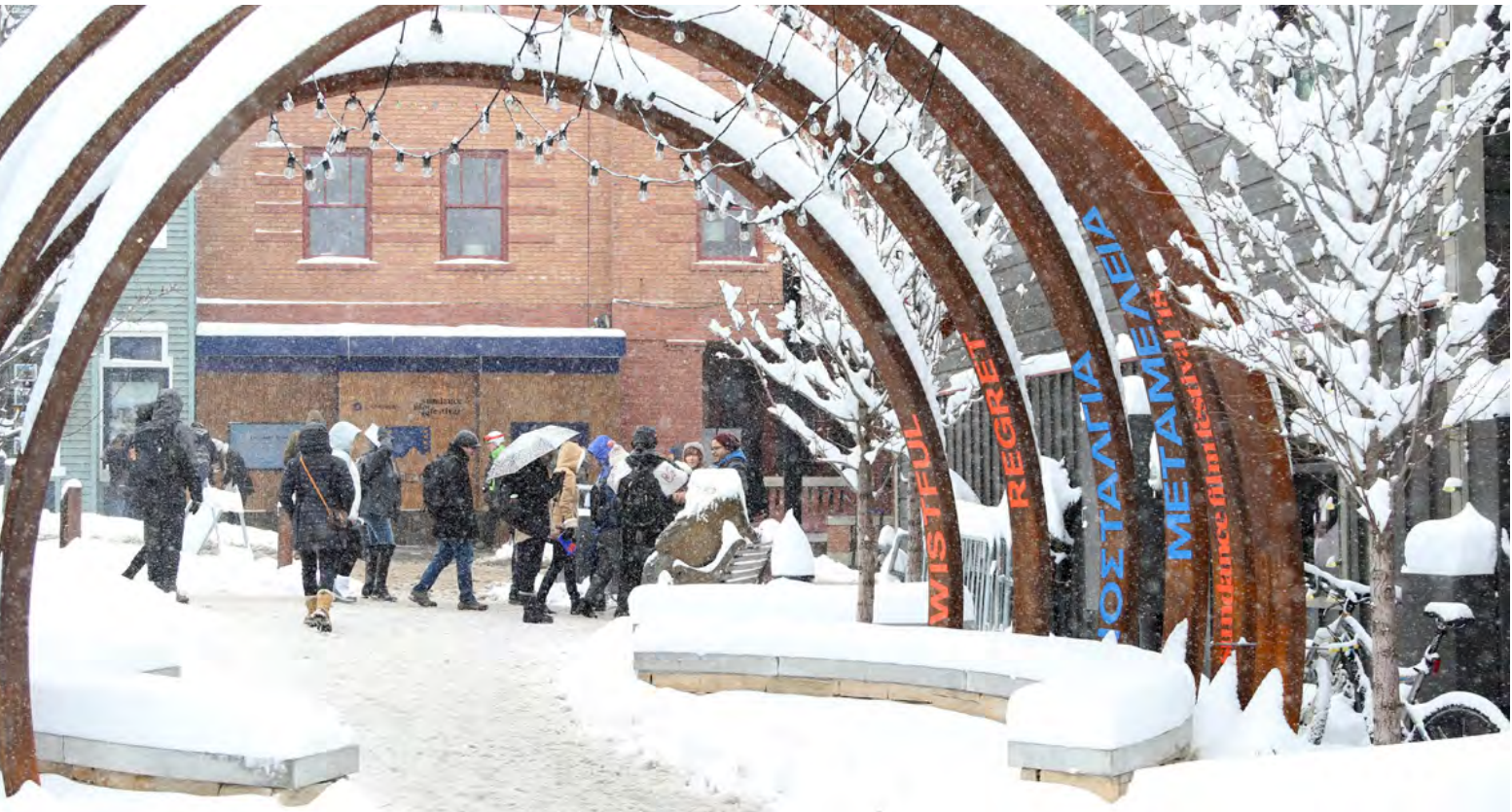
A DISRUPTIVE CELEBRATION OF IMPERFECTION.

Bold in its simplicity and human in approach, I had the pleasure of leading and hiring a small in-house team through development and execution of the 2018 Sundance Film Festival brand. With bold colors and a focus on language this brand evoked emotion and gave our fesitval-goers the opportunity to interpret, interact with, and make it their own through their own experiences.

The story lives in you.

SAMPLE OF WORK

SUNDANCE FILM FESTIVAL



SAMPLE OF WORK

2018 SUNDANCE FILM FESTIVAL



SAMPLE OF WORK

2018 SUNDANCE FILM FESTIVAL



MARQ (FORMERLY LUCIDPRESS) [DESIGN & BRANDING]

A BRAND IN TRANSITION

When I started at Lucidpress, I quickly learned we would be acquired and that within in the year we would need to rename and rebrand a bit. While our core visual identity and who we are would stay in many senses, we would need to evolve and also had the opportunity to get a little weird. While in the process of exploring new names and laying the foundations for the rebrand, I also led the design for all current Lucidpress assets including website edits, ebooks, and a digital block party.

SAMPLE OF WORK

LUCIDPRESS



Content when you need it, how you want it

Learn more

Lucidpress

Make your own dang ad

Design now

Lucidpress

Lucidpress Home What we do Role Topics Request a Demo

Welcome to the Content Studio.

A place where awesome people come to learn

Welcome back, Janet!

Course type: Intro to brand Templating. This course name here that is long. Maybe even two or three lines long. Sit ipsum link →

Studio Spotlight: Intro to brand templating

Lucidpress Product Solutions Customers Resources Company Pricing Log In Sign up free Request a demo

CUSTOMER SUCCESS: Level up with new features from Lucidpress

Tuesday, April 20, 2021 11:00 AM MST / 1:00 PM EST

Register now

More Upcoming Events

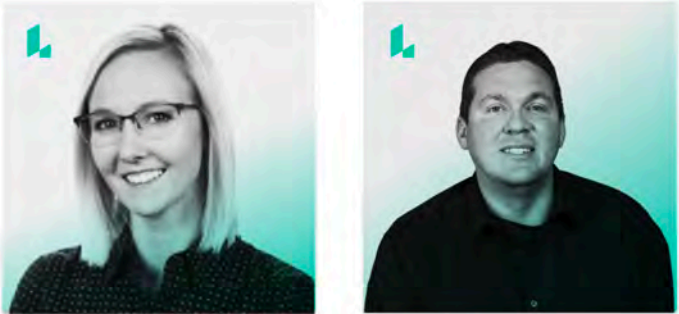
- Level up with new features from Lucidpress** Tuesday, April 20, 2021
- JCC PreCon** April 27-29, 2021
- How to maintain a consistent brand story — when everyone is a content creator** Tuesday, April 27, 2021
- Lucidpress Master the Basics — Part 1** Wednesday, May 19, 2021

Search All Categories Road, mmm/dd/yyyy %m/%d/yyyy

Customer Success	Event	Webinar	Customer Success
Level up with new features from Lucidpress Tuesday, April 20, 2021 In this Lunch and Learn, we'll tackle how to leverage new features such as...	JCC PreCon April 27-29, 2021 PreCon is the exclusive professional development gathering of the JCC Movement in North America, bringing together JCC (leaders)...	How to maintain a consistent brand story — when everyone is a content creator Tuesday, April 27, 2021 The bar for quality design is getting...	Lucidpress Master the Basics — Part 1 Wednesday, May 19, 2021 In this first part of mastering the basics we will guide you through all of the steps for navigating...

SAMPLE OF WORK

LUCIDPRESS BLOCK PARTY



SAMPLE OF WORK

REBRAND TO MARQ

Brand Strategy

2021-2022
REBRAND STRATEGY

Brand attributes

- Empowering
- Smart
- Simple
- Creative
- Vibrant

2021-2022
REBRAND STRATEGY

Brand voice

- Simple
 - Straightforward, easy to understand, speaks clearly, avoids jargon and confusing terms
- Sharp
 - Direct and smart, can be clever and witty
- Human
 - Casual, like talking to a friend, unpretentious, not stiff, not a business-bot

2021-2022
REBRAND STRATEGY

Brass tacks

Marq makes it possible for everyone at your organization to tell your brand's story beautifully. A central brand hub keeps all your assets in one place and makes your content easily accessible. Our design platform with lockable templates empowers non-designers to create customized content, removing the bottleneck of traditional creative requests. Faster, better content means you can scale your brand and get to market quicker.

Brand Exploration

DIRECTION 1:
Simple
&
cheeky

MARQ

MARQ

MARQ

marq

marq

marq

make
your
—
marq

make
your
MARQ

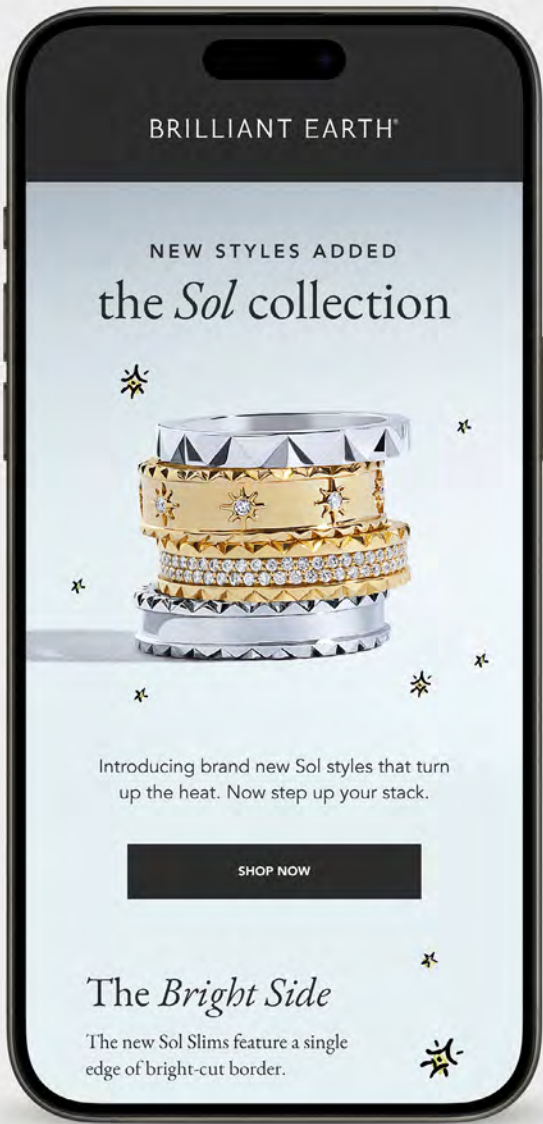
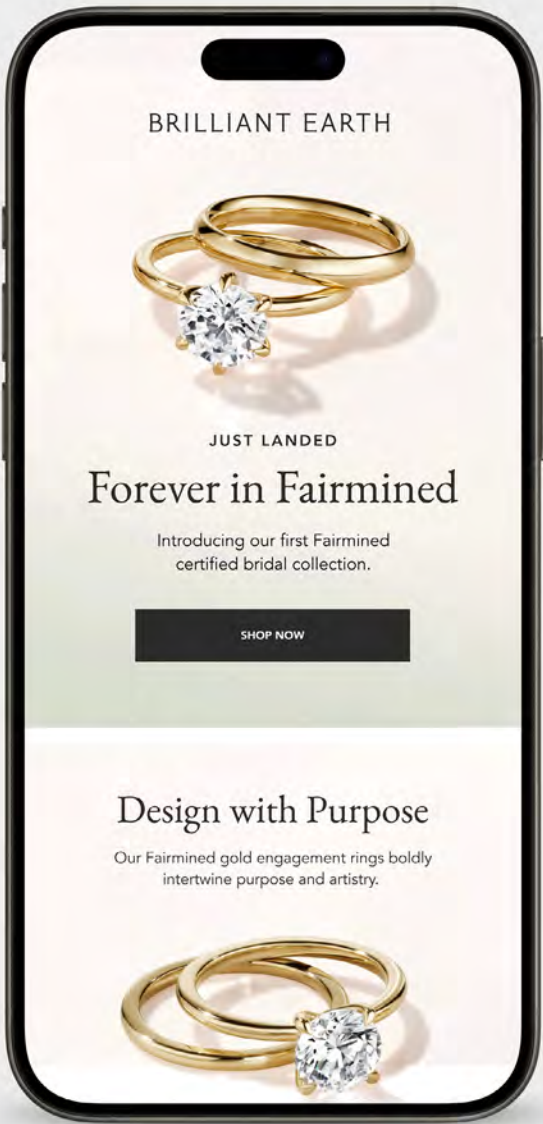
BRILLIANT EARTH [DESIGN]

DAZZLING DIAMONDS

As a growing brand and standard in the world of diamonds, design needed to be a mix of elegant, simple and also modern to fit their growing audiences. Design focus was on various digital design assets.

SAMPLE OF WORK

BRILLIANT EARTH EMAILS



SAMPLE OF WORK

BRILLIANT EARTH PAID ADS & PROMOS

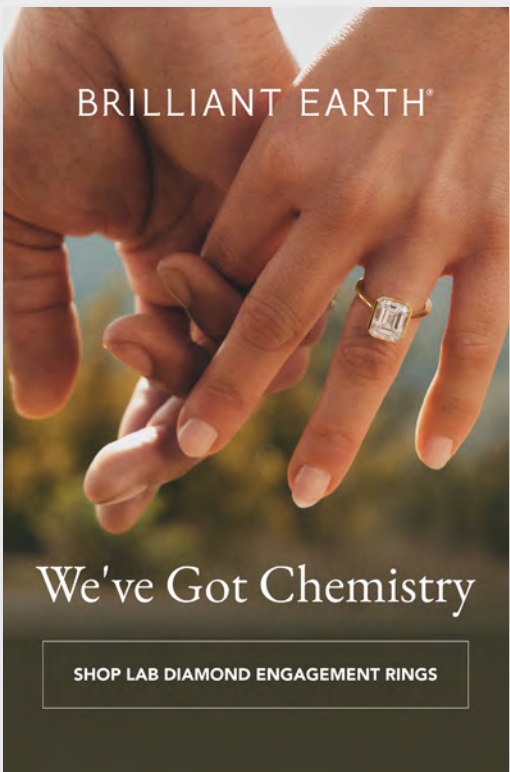


BRILLIANT EARTH®

THE MENSWEAR EDIT:

Fine Form

SHOP MEN'S FINE JEWELRY



BRILLIANT EARTH®

We've Got Chemistry

SHOP LAB DIAMOND ENGAGEMENT RINGS



BRILLIANT EARTH®

In Your Element

SHOP LAB DIAMOND JEWELRY

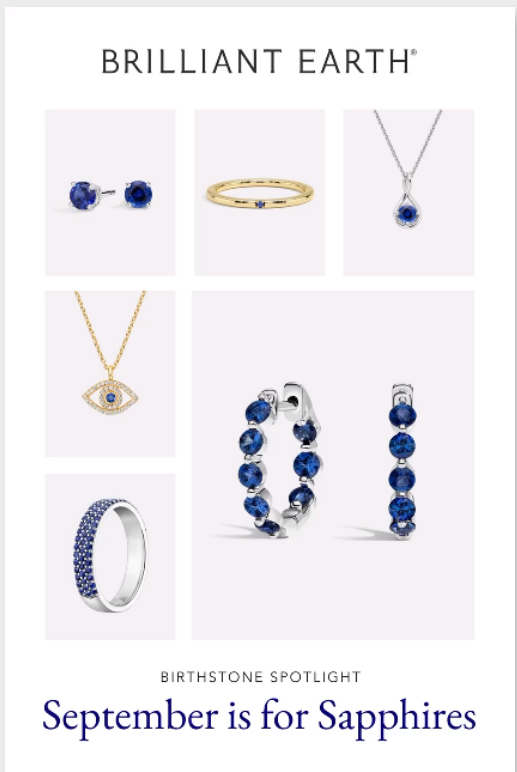


BRILLIANT EARTH®

NEW SOL STYLES

absolutely FIRE

SHOP WHAT'S NEW



BRILLIANT EARTH®

BIRTHSTONE SPOTLIGHT

September is for Sapphires



SPEND MORE, GET MORE!

1/4 CT. TW.
with purchase over \$1,000

1/2 CT. TW.
with purchase over \$5,000



THE
**Tennis
& Studs**
GIVEAWAY

ENDS SOON!

Free Lab Diamond Studs (1/4 ct. tw.)
with purchase over \$1,000.

Free Lab Diamond Studs
& Tennis Bracelet
with purchase over \$3,000.



7 DAYS OF
Gifts for Mom

TODAY ONLY!

Free 14K Gold Vermeil Bracelet
with purchase over \$500.

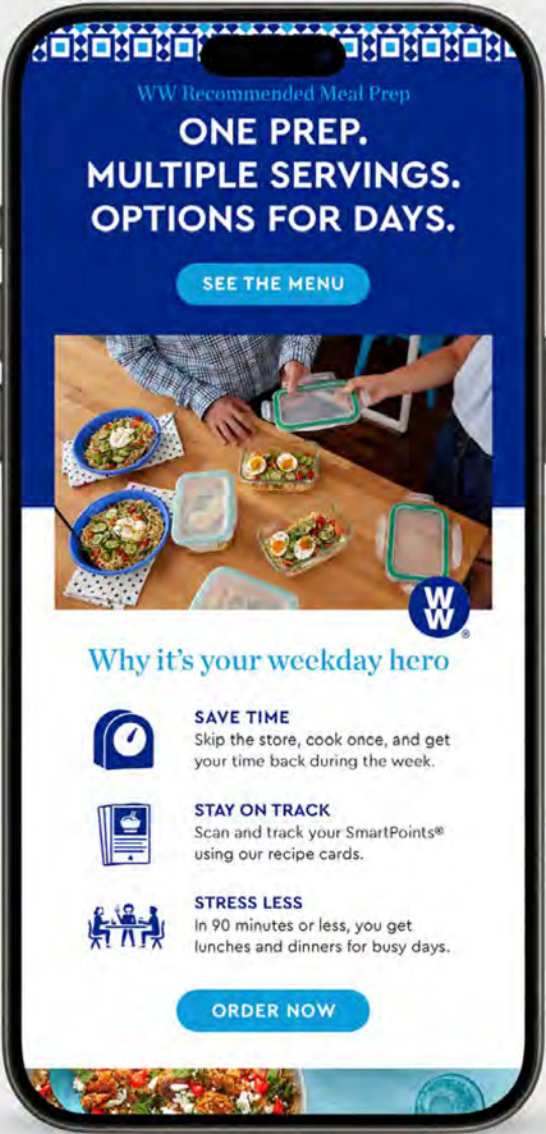
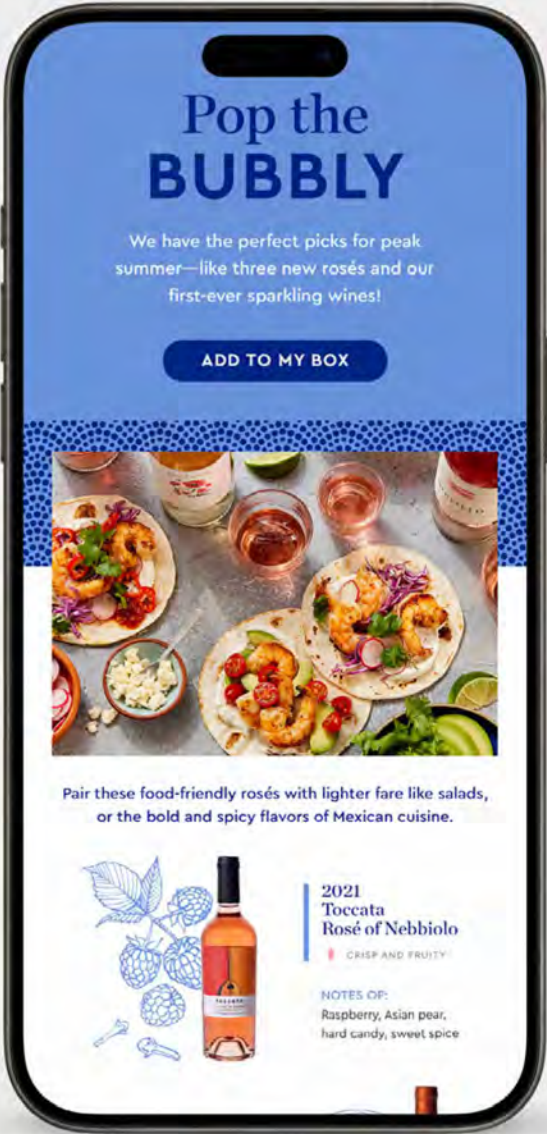
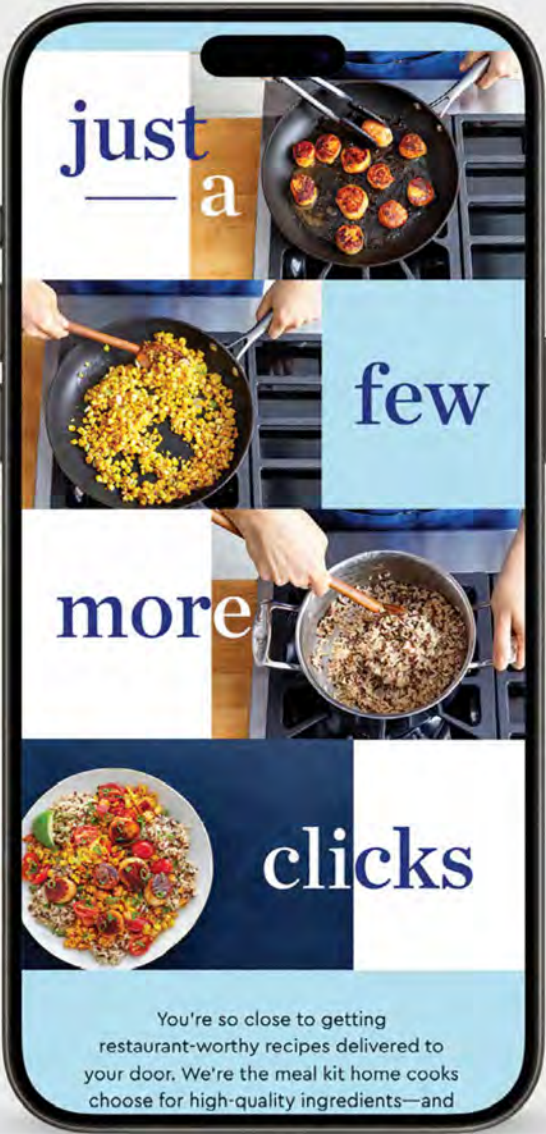
BLUE APRON [DESIGN]

TASTY DESIGN

I worked with the internal design team to help infuse fresh design into various creatives for emails, ads and the 2023 Better Living Report. Designs had to fall within brand guidelines of both Blue Apron's and their partners' parameters in a fun way.

SAMPLE OF WORK

BLUE APRON EMAILS



SAMPLE OF WORK

BLUE APRON PAID ADS



Blue Apron



ORIGINAL
American
MEAL KIT
SINCE 2012

GET \$110 OFF
+ Your first order ships free*



Blue Apron

50+
REASONS TO
TRY US OUT



FAST & EASY

GET \$110 OFF
YOUR FIRST ORDER
SHIPS FREE!*



Blue Apron

50+ REASONS
TO TRY US OUT



FAST & EASY

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Blue Apron



ORIGINAL
American
MEAL KIT
SINCE 2012

GET \$110 OFF
+ Your first order ships free*



Blue Apron



ORIGINAL
American
MEAL KIT
SINCE 2012

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+ Your first order ships free*



Blue Apron

Just in for
SUMMER



GET \$110 OFF
+ FREE SHIPPING ON YOUR FIRST ORDER*



Blue Apron



“I’ve used
other meal
kits but
always
come back.”
- SHERRI

ORDER NOW

GET
\$110 OFF
ACROSS YOUR
FIRST 9
ORDERS*



RYLO [UX]

STORIES THAT MOVE UX

Worked with the team at 7D8 to wireframe and develop the design for home of Rylo's campaign, #storiesthatmove

SAMPLE OF WORK

RYLO

