

Jess Boaz

Senior Visual Communications Designer

Jacksonville, FL

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Senior designer and communications leader focused on nonprofit, civic, and public-interest work. Leads visual identity, strategic communications, and systems-driven design from concept through deployment across multi-channel campaigns, brand systems, and large-scale public events.

CORE STRENGTHS

Strategic Communications | Campaign Storytelling | Visual Identity | Design Systems | Public Engagement

EXPERIENCE

Creative Director / Communications Lead (Volunteer, Founding Team)

50501 Northeast Florida | 2025 – Present

- Direct communications, creative, and public engagement strategy for a regional civic advocacy organization operating within the national No Kings movement
- Led organizational rebrand defining mission, visual identity, and messaging systems, maintaining consistency across communications and campaigns
- Establish and maintain narrative frameworks, messaging standards, and brand governance across campaigns, events, press, and digital platforms
- Serve as primary spokesperson and event emcee for large-scale civic actions, including No Kings Day events with 8,000+ attendees
- Lead media coordination and press relations, driving sustained local and national coverage

Design & Marketing Manager

Southern Belle Fabrics | 2017 – 2020

- Led communications and marketing strategy across digital and print channels, including packaging and promotional materials, supporting revenue growth and brand visibility
- Managed and mentored a 10-person marketing team, improving workflow efficiency and on-time delivery
- Directed production of digital and print communications materials, including advertisements, banners, and promotional assets
- Developed a complete visual identity and brand system, including logo and supporting assets, ensuring consistency across channels

Design Systems & Quality Specialist

Web.com | 2015 – 2018

- Led design quality assurance and brand standards enforcement across web, ecommerce, and social media platforms for a high-volume client portfolio
- Served as subject-matter expert for website modification audits, bridging initial builds and post-launch customer updates

- Developed and documented standard operating procedures for modification audits, establishing a new workflow within the QC team
- Reviewed and refined HTML/CSS updates to align with UX/UI best practices and platform requirements

Social Media Designer

Web.com | 2014 – 2015

- Created audience-focused social media content and calls to action supporting engagement and campaign goals
- Managed scheduling and publishing across multiple client accounts, maintaining message consistency in a high-volume production environment

Web & Digital Designer II (Taskforce)

Web.com | 2010 – 2014

- Supported complex website modification projects and escalations, handling custom client requests beyond standard build workflows
- Served on a Tier 2 taskforce addressing high-complexity cases requiring advanced technical judgment and problem-solving
- Integrated visual identity, UX/UI considerations, and social media strategy into client websites, advising on platform setup and audience needs

EDUCATION

Bachelor of Applied Science, Digital Media, *Summa Cum Laude*

Florida State College at Jacksonville | 2025

Associate of Science, Digital Media/Multimedia Technologies, *With Honors*

Florida State College at Jacksonville | 2024

Technical Certificate, Graphic Design Production

Florida State College at Jacksonville | 2024

SELECTED PROJECTS

Congressional Campaign — Visual communications for a U.S. congressional race, including digital, print, and event assets supporting public outreach, messaging, and voter engagement.

Sister Cities: Jacksonville, a Living Canvas — Civic storytelling campaign promoting cultural exchange and community identity through visual narrative design, including posters, zines, and digital assets.

American Spaces — Visual storytelling project developed in partnership with a cultural diplomacy initiative, including print and digital materials supporting international exchange and civic dialogue.

SKILLS

Strategic communications • Campaign design • Visual identity • Design systems • Social media • UX/UI • Content creation • Motion graphics • Photography • Writing & editing • Press & media relations • HTML/CSS • WordPress • CRM • Analytics • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) • Figma • Canva