



MARY ANNE MERCADO

Pursuing recruitment with an employer seeking a creative and adaptive individual, with an unrelenting initiative for solving visual problems and improving existing systems.

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EXPERIENCE

- LEAD GRAPHIC DESIGNER**
Aug '13–present
Starbuzz Tobacco
Garden Grove, CA
Preside over a small design team's creative pipeline from concept to finish for all visual productions including marketing and packaging
- LAYOUT ARTIST**
Apr '13–Jun '14
Hookah Exclusive
Chino, CA
Develop the visual identity for a start-up consumer lifestyle publication; design ads and editorials; prepress
- COMPUTER LAB TUTOR**
Feb '13–May '13
Moreno Valley College
Moreno Valley, CA
Assist in the utilization of desktop publishing software Microsoft Office Suite, Adobe Creative Suite Design and Autodesk Maya
- GRAPHIC DESIGNER**
Nov '12–May '13
COR Surf
Long Beach, CA
Optimize all photography for commercial web use; design consumer lifestyle and B2B ads using established brand visuals
- GRAPHIC DESIGN INTERN**
Jul '12–Oct '12
Binarytech Interactive
Riverside, CA
Design clients' mobile app UIs using original or established brand identities; extend identity design for new sub-brands
- PRODUCTION ART INTERN**
Jun '11–Aug '12
Gamecentric Media
Signal Hill, CA
Digitize the lead artist's hand-drawn character and environment art into deliverables and Flash assets for iOS mobile games
- GRAPHIC DESIGNER**
Dec '09–May '11
Urban Community Outreach
Long Beach, CA
Redesign the identity; design publicity material including mailers and event flyers; design logos for associated food caterer Bootstrap Catering

ACHIEVEMENTS

- MOST DEDICATED EMPLOYEE**
Nov 30 '13
Starbuzz Tobacco
Garden Grove, CA
- ACHIEVER OF THE YEAR**
Nov 30 '13
Starbuzz Tobacco
Garden Grove, CA

EDUCATION

- CERTIFICATE: GAME ART**
Jul '08–Dec '13
Moreno Valley College
Moreno Valley, CA
Dean's List
- BA STUDIO ART: GRAPHIC DESIGN**
Sep '07–Dec '11
California State University, Long Beach
Long Beach, CA
President's Scholar
Dean's and President's List
Minor: Marketing
Minor: Web and Technology Literacy

KNOWLEDGE & SKILLS

PRODUCTION ART

photo retouching
photo manipulation
traditional illustration
digital illustration
concept design
silkscreen printing
ceramic sculpture
3D modeling
character design

GRAPHIC DESIGN

identity design
editorial layout
packaging design
print and prepress
advertising design
social media graphics
web and UI design
marketing research
copywriting

WEB DESIGN

HTML
CSS
accessibility
SEO
FTP

OPERATING SYSTEMS

Mac OS X
Windows XP/Vista/7

SOFTWARE

Photoshop
Illustrator
InDesign
Dreamweaver
Word
Excel
Powerpoint
Flash
Maya