



ROBERT MERCADO DESIGN

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PROFILE

- **Advertising designer with robust conceptual, visual, and production skills.** Excels at transforming a brief into outstanding creative solutions through research, collaboration and innovation.
- **Proficient in design and image software** with a focus on innovative techniques and applications. Knowledge of coding and user experience development.
- **Avid team manager and project leader.**
- **Effective communicator.** Able to present concepts in a cohesive, convincing and compelling manner.
- **Skilled at developing video projects** from concept through final edit.

SKILLS

- Expert in InDesign, Photoshop and Illustrator
- Skilled at interactive development with HTML/CSS coding abilities
- Experienced in digital marketing and social media campaign deployment.
- Excellent retouching and special effects skills
- Skilled illustrator and storyboard artist
- Video production and editing direction
- Photography
- Fully bilingual in English and Spanish

EDUCATION

- **Parsons School of Design**
BFA degree in Communication Design
- **The Cooper Union School of Art**
BFA degree studies - Awarded full scholarship
- **Design School of Altos de Chavón**
Graphic Design

EXPERIENCE

Art Supervisor

BGB Group | bbggroup.com | New York City | 03/20 – present

Collaborate in promoting brand vision and communications for pharmaceutical brands, with a sharp focus on physician engagement .

- Leadership role in developing concepts and designs of digital, print and interactive campaigns and promotions for Bristol Myers Squibb, Genentech and Merck KGaA immuno-oncology brands.
- Design of innovative congress booths including floor plan and digital components such as touchscreens, large LED display animations and interactive experiences for oncology congresses.
- Developed multiple HCP focused digital and print promotions in segments such as ADHD for Tris Pharma, Ovarian cancer for GSK, and rare diseases such as hereditary angioedema for Kalvista.
- Developed interactive experiences and animated videos for aesthetic dermatology brand Revance, including instructional ipad app.

Art Supervisor

Harrison and Star | harrisonandstar.com | New York City | 02/15 – 03/20

Creative development of print, digital and collateral communications for pharmaceutical brands.

- Developed campaigns for Loxo Pharmaceutical's targeted oncology therapies and Genentech's pulmonary disease treatment.
- Developed global concepts and brand guidelines for Bayer's hemophilia brands, their third-largest global pharmaceutical segment.
- Worked on leukemia, dermatology and gastroenterology disease segments—including brand launches and new business pitches.
- Designed convention presence for several brands, with a focus on bringing interactivity to the brand story.

Innovation Director/Partner

Unlsono | San Juan, Puerto Rico | 12/07 – 03/15

Founding partner in advertising and branding agency specializing in leisure and luxury brands.

- Creative development of campaigns, identity programs, interactive projects and websites, publications, displays, and events.
- Clients included: Jaguar Land Rover, Don Q Rum, L'Oréal Group, Kia Motors, Sheraton Old San Juan, Baxter Pharmaceuticals, Salvation Army, Ronald McDonald House Charities, and The Ponce Art Museum.
- Oversaw creative staff and shared responsibilities in day-to-day operations.

Creative Director

Palmas del Mar Resort & Country Club | Puerto Rico | 09/01 - 12/07

Collaborated with the marketing team of the Caribbean's largest leisure resort in the development of campaigns appealing to tourists, real estate prospects, leisure seekers and country club members.

- Created advertising, branding, digital projects, brochures and events for new real estate developments and leisure offerings.
- Designed environmental graphics, installations, and wayfinding signs.
- Conceived, promoted and helped coordinate social functions, golf and tennis tournaments and sailing regattas.

Associate Creative Director

JWT | jwt.com | San Juan, Puerto Rico | 06/96 - 09/01

Led creative team developing award-winning television, print, promotional and collateral campaigns for local and regional markets.

- Developed campaigns for Kraft, Pfizer consumer brands, Citibank, Goya Foods, Ford Motors and Royal Dutch Shell.
- Conceived and developed a large portfolio of television commercials for local and regional markets.
- Oversaw rebranding and launch campaign for Nestle Ice Cream including package design, POP graphics, and vehicles.
- Participated in new business and branding efforts in other markets, including campaigns to launch Carrefour in Santo Domingo and Shell Defenda Premium Gasoline in the Caribbean Basin and The Bahamas.
- Recruited by Shell's Global Creative Group at JWT London to collaborate in developing the worldwide institutional campaign.