



Kristal Hernández Mercado

📍 Carolina, P.R. 00983 📞 787-457-9630 ✉️ helloimkristal@gmail.com

LINKS

- www.kristaltrace.com
- <https://www.linkedin.com/in/kristal-hernandez-mercado-86b60a14/>

PROFESSIONAL SUMMARY

Experienced multi-platform UX and visual designer with experience in the fields of Content design, video editing, motion & graphics design, successful in the development of 360o commercial campaigns and overall user experience for different media. Energetic, efficient, result-oriented team player with ample experience in problem-solving, visual design, and creating human-centered design strategies for UX projects.

SKILLS

- Proficiency with Adobe CC Suite
- Adobe xd, Figma and sketch
- Wordpress
- Microsoft office
- Google Analytics
- Digital Marketing
- Creative & Art direction
- Branding strategy & design
- Visual design, composition, and typography
- Web design
- Prototyping & Wire-framing design
- Effectively collaborate and communicate with multidisciplinary team members to explain and evangelize design solutions
- Self-directing coupled with collaboration
- Develop and worked in user research, concepts, interaction flows, wireframes, visual mockups, prototypes
- Present and communicate designs to the product and cross-functional teams
- Strong grasp of information design, design patterns, and UX heuristics
- Video and editing
- Content management and creation
- Illustration (Commercial & editorial)
- General knowledge of HTML and CSS.
- Not afraid of ambiguity and willing to learn new skills

- Languages: Spanish & English

WORK HISTORY

CREATIVE SERVICES SPECIALIST

06/2002 to CURRENT

Self-Employed | Carolina, PR

UX | Visual designer | Creative strategist | Digital Content designer

As a Freelance Creative Service Specialist, I design creative solutions of branding, advertising, and marketing projects in multimedia platforms for small and medium-sized businesses.

Job responsibilities:

- Developed and executed UX Strategies for web design and digital marketing campaigns.
- Created web site for client's business and sales teams.
- Develop creative strategy concepts for commercial use and multimedia platforms.
- 17 years' graphic design experience with 7 years of creative direction and 9 years of art direction.
- Produce Illustrations for editorials, storyboards, concept art, and advertising projects.
- Create great content in a variety of formats - graphic visual, video, social, infographics.
- Manage creative campaigns from concept to completion.
- Design graphics solutions for Branding, advertising, and marketing.
- Complete video & media projects in coordination with staff, crew, and producer.
- Interact with clients, defining a creative direction and pitching ideas that meet business objectives
- Execute photo shoots for the marketing of products, artists, and advertisements.

INDEPENDENT SOCIAL MEDIA CREATIVE STRATEGIST/ART DIRECTOR

11/2015 to 02/2019

Ponlo Social, Remote | Hatillo, PR

***Ponlo Social** is a digital marketing boutique specialized in social media content management and creation.*

Required Responsibilities:

- Created great content in a variety of formats - graphic visual, video, social, infographics
- Produced, Develop, design and create strategies for user-friendly experience (UX) for web design, digital marketing, social media, and content for online native marketing.
- Interacted with clients, defining a creative direction and pitching ideas that meet business objectives
- Produced content and social calendars targeting pre-determined audiences.

- Created ideas for branded content for clients across social accounts on all platforms.
- Used data and insights to develop great content marketing campaigns.
- Managed creative campaigns from concept to completion.
- Developed strategies for digital marketing campaigns on Facebook and other social media.
- Developed and implement new strategies for campaign expansion.
- Researched potential customer information online and third party websites.
- Made daily analysis to determine campaign effectiveness and identify opportunities.

COMMERCIAL CREATIVE SPECIALIST

09/2012 to 11/2015

GFR Media | Guaynabo, Guaynabo

ÍNDICE was a newspaper with a platform that includes the web, print, and social media. This design was created with the intention of giving commercial liberty to creative and/or clients.

My job as a commercial creative specialist was created for this product. In the beginning the type of work I did serve as an introduction to showcase the possibilities that the Indice's platform for commercial use. The way I achieve this was by making hypothetical cases from concept to finish art and copy, so the client could see their product in a more tangible way.

Required Responsibilities:

- Created a visual look and feel of interactive projects and creative concept for multimedia platforms.
- Developed creative strategy concepts for commercial use and multimedia platforms.
- Designed graphics solutions for Branding, advertising, and marketing.
- Created content in a variety of formats - graphic visual, video, social, infographics.
- Managed creative campaigns and projects from concept to completion
- Developed and execute art direction solutions for advertising and marketing projects.
- Developed creative revenue generation strategies for the sales and promotion team.
- Created product and creative strategies presentations for clients and sales team.
- Created strategies that help develop new revenue for the product.
- Assisted the sales team in generating new leads
- Created an innovative way to advertise in the newspaper having several different covers in one edition, something that was never done in newspaper print media history in Puerto Rico. We were first!

COMMERCIAL GRAPHIC DESIGNER

09/2011 to 08/2012

GFR Media | Guaynabo, Guaynabo

El Nuevo Día is the newspaper with the highest circulation in Puerto Rico.

In here I got to:

- Designed creative solutions for print and digital media for commercial ads for small and medium-sized businesses clients of GFR Media.

PROFESSOR

08/2011 to 12/2011

Atlantic University College | Guaynabo

Served as a professor of Introduction of Adobe PS and AI and Introduction of illustration art at the Atlantic University College. A college that specializes in design.

ART DIRECTOR M.A. INTERNSHIP

01/2010 to 05/2010

Grey Puerto Rico | San Juan, PR

This internship was part of my M.A. of motion graphic and broadcast design experience. Grey gave me the opportunity to design creative solutions of branding, advertising, and marketing projects in multimedia platforms for the agency's clients.

EDUCATION

UX Design Bootcamp

10/2020

Memorisely

UX Design Bootcamp

08/2020

The Interaction Design Foundation

M.A. | Motion Graphics & Broadcast Design

2009

Savannah College of Art And Design, Savannah, G.A.

At SCAD I did an M.A. in Motions graphics where I created creative and innovative concepts to communicate ideas in a visual and animated way.

M.A | Illustration

2008

Savannah College of Art And Design, Savannah, G.A.

As a student at SCAD in Illustration I created and design creative and innovative concepts to communicate ideas in a visual way. I specialized in commercial and editorial illustration. One of the main reasons I decided on this degree was the concept that every great idea, design or problem-solving solution, need good visual storytelling so the user can comprehend the concept quickly and efficiently.

B.F.A. | Communications

2006

Universidad Del Sagrado Corazón, San Juan, San Juan

At USC I did my B.A. in Communications where I specialize in advertising.

- Member of American Association of Advertising Agencies

High School Diploma With Fine Arts Specialty | Painting

2002

Central Artes Visuales, San Juan, San Juan

ACCOMPLISHMENTS

Art Exhibits:

- Annual art expo 2000, 2001 and 2002, of Escuela de Artes Visuales.
- 100 year of Serigrafía, of Sacred Heart University.
- Genesis, (2004). (Solo expo)
- For Charlie: El nuevo día Editorial Illustration special in solidarity of the Charlie Hebdo attack victims in France (2015).
- Artist for Puerto Rico: Artwork raffle fundraiser to benefit Barrio Jacanas after Hurricane Maria, Yabucoa, P.R. at La respuesta (2017) (Collective Exposition)

Honors:

- Honor award for Painting of School of Central de Artes Visuales.

Grant:

- Savannah College of Art and Design portfolio grant, 2006.
- Nickelodeon Creative Summit, 2010.
- Mujer Innova (Business startup program certificate)

Club membership:

- Puerto Rico Toastmaster.

CERTIFICATIONS

SOCIAL ENTREPRENEURSHIP 101

- Issuing authorityNovoEd
- Issued date and, if applicable, expiration date of the certification or licenseIssued Sep 2017

Design kit: The course of human center design

- Issuing authorityIDEO.org
- Issued date and, if applicable, expiration date of the certification or licenseIssued Jun 2017

C.C. Chapman: Content Marketing and the Art of Storytelling

- Issuing authoritylynda.com
- Issued date and, if applicable, expiration date of the certification or licenseIssued Aug 2015No Expiration Date
- Credential IdentifierCredential ID 363796