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Rubén Darío Mercado

Experienced senior creative leader with extensive expertise providing compelling solutions that elevate brands

GOAL

To inspire, motivate and continually innovate

INTEREST

Cycling, mountain biking, yoga, hiking, music

SKILLS

Photoshop, Illustrator, InDesign, Premiere, XD, Figma, HTML, CSS, Powerpoint, Word, Excel, LogicPro, Reason

Fluent in Spanish

EXPERIENCE

Creative Director

November 2020 – Present

SambaScientific, Life Sciences Marketing Agency Longmont, CO

Creative Director

November 2019 – October 2020

Swimlane Denver, CO

Develop and promote the strategic and visual brand identity in support of marketing objectives and channel partner needs. Innovate and advance creative solutions for multi-channel campaigns that differentiate the brand within the competitor landscape. Nurture relationships with company and channel stakeholders to ensure buy-in.

Senior Designer

October 2018 – November 2019

Optiv Security Cyber Security Services Denver, CO

Developed the brand visual identity system and strategic messaging in support of the corporate taxonomy.

Designed visually compelling stories that promoted integrated experiences across the company's numerous offerings.

Director, Creative Services

August 2012 – October 2018

Infinia Group Branding Agency New York, NY/Boulder, CO

Developed and promoted strategic and visual concepting of client deliverables. Managed the day-to-day workings of all creative initiatives including project planning, resource allocation and budget analysis. Ensured effective cross-functional communication between teams in order to increase efficiency and promote creative exploration.

Design Lead

March 2011 – July 2012

SanovaWorks Medical Marketing Agency New York, NY

Led a multi-disciplinary team of designers, content strategists, copywriters, and developers. Developed and ensured a cohesive design vision that aligned with our client's brand strategy. Sourced and bid external vendors and freelancers.

Graphic Artist/Project Manager

September 2001 – February 2011

Ruder Finn Design Public Relations Agency New York, NY

EDUCATION

University of Southern California,
School of Music, Los Angeles, CA

Bronx High School of Science, Bronx, NY