

# Kristal Hernández Mercado

UX/UI

## Contact

### Address

Toa Baja, PR, 00983

### Phone

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### E-mail

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## Skills

User Interface (UI) design

Excellent

Visual design

Excellent

Branding strategies

Excellent

Graphic design

Excellent

Design Research

Good

Design Strategy

Excellent

Storyboarding

Excellent

Prototyping

Highly skilled Multidisciplinary designer with 17 years of experience in advertising, branding, and digital marketing, and now UX & Visual Design. S Specialty in innovative design problem solving for conceptual and practical challenges combine with stunning visual design. Interests are branding and accessibility design for products and/or services.

## Work History

2002-06 -

Current

### MULTIDISCIPLINARY DESIGNER

*Self-Employed, Toa Baja, PR*

**Creative strategist | Art director | Illustrator | Digital Content designer**

*As a Multidisciplinary designer in multimedia platforms for small and medium-sized businesses.*

Job responsibilities:

- Develop creative strategy concepts for commercial use and multimedia platforms.
- Produce Illustrations for editorials, storyboards, concept art, and advertising projects.
- Create content in 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 creative direction and pitching ideas that meet business objectives.
- Execute photo shoots for creative direction and pitching ideas that meet business objectives.
- Execute photo shoots for marketing of products, artist, and advertisements.
- Developed and executed UX Strategies for web design and Digital marketing campaigns.

2019-02 -

2020-12

### Design Professor

*Universidad Ana G. Méndez - ANA G Mendez, Carolina, PR*

Professor of COMM 330 DIGITAL GRAPHIC DESIGN in SUAGM. In this course, students learn foundations of

Excellent

Video Editing

Very Good

Digital Marketing

Excellent

Advertising design

Excellent

Art direction

Excellent

Creative Strategy

Excellent

Illustration

Excellent

## Software

Adobe Photoshop

Excellent

Adobe XD

Excellent

Figma

Very Good

Sketch

Good

Microsoft office

Very Good

Adobe Illustrator

Excellent

Adobe After effect

Very Good

2015-11 -

2019-02

graphic design, creating design from concept to execution and also this class serves as an introduction to the programs from Adobe, Photoshop, and Illustrator.

## Independent Social Media Creative Strategist/Art D

*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 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 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

*GFR Media, Guaynabo, PR*

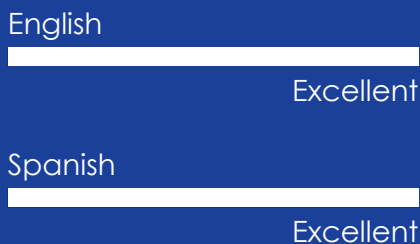
**ÍNDICE** was a newspaper with a platform that includes the web, print, and social media. This design was created with the intention of giving commercial liberty to creative and/or clients.

2012-09 -

2015-11



## Languages



### Required Responsibilities:

- Created 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 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 sales and promotion team.
- Created product and creative strategies presentations for clients, sales team and help develop new revenue for product.
- Assisted sales team in generating new leads
- Created 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!

2011-09 -  
2012-08

### Commercial Graphic Designer

*GFR Media, Guaynabo, PR*

*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.

2011-08 -  
2011-12

### Professor

*Atlantic University College, Guaynabo, PR*

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

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## Education

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2008-12 -  
2009-01

**M.A: Motion Graphics & Broadcast Design**  
*Savannah College of Art And Design - Savannah, GA*

2008-12 -  
2008-01

**M.A: Illustration**  
*Savannah College of Art And Design - Savannah, GA*  
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.

2002-08 -  
2006-01

**B.F.A: Communications**  
*Universidad Del Sagrado Corazón - San Juan, PR*

1999-08 -  
2002-01

**High School Diploma: Fine Arts Specialty | Painting**  
*Central Artes Visuales - San Juan, PR*

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## Accomplishments

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### 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)

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## Certifications

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2020-11	UX Design, Memorisely (Bootcamp)
2020-08	UX Design, The Interaction Design Foundation Bootcamp
2017-06	Design kit: The course of human center design