

# Zerah Mercado

I am an Interactive Products Designer for Web + Mobile, who codes.

Portfolio url: <http://zerahmercado.com>

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## EXPERIENCE

### CreativeMNL, Freelance

OCTOBER 2016 - PRESENT

Engages with local business partners in Metro Manila, and the Philippines. Provides strategy for online marketing and implements digital requirements for Web, UI/UX, Design, Social Media and Marketing.

### [24]7 Inc., Makati City *Visual Designer - UI/UX*

MARCH 2016 - NOVEMBER 2017

Created UI/UX, brand guidelines and frontend design requirements for [24]7's web and mobile products.

### Cambridge University Press, Makati City *User Interface Designer*

APRIL 2014 - MARCH 2016

Created Design and Implementation for the Press's web and mobile products.

### Indigo Entertainment Inc., Makati City *Game Artist + Animator*

JULY 2012 - APRIL 2014

Indigo Entertainment is a Game studio where we created web and mobile games from ideation to release. During this phase, we worked alongside developers, project managers and brand properties for production.

### Alphaland Southgate Mall, Makati City *Graphic Artist - Mall Marketing*

JULY 2011 - FEB 2012

Handled multimedia and mall marketing materials for events and operations.

### PNOWA Child Learning Center, Makati City

2007 - 2011

As a freelance artist, I handled preschool marketing, media and requirements during school year events.

## EDUCATION

### Asia Pacific College, Makati City *Bachelor of Arts in Multimedia Arts*

JUNE 2008 - MAY 2012

## PROJECTS

See relevant projects at:

<http://zerahmercado.com>

[bit.ly/zerah-mercado](http://bit.ly/zerah-mercado)

## SKILLS + PROFICIENCIES

### Web + Mobile Design

HTML/CSS/JS, UI/UX Design, Analytics, Google Analytics, Basic SEO

### Design + HTML + CSS + JS

Proficient in user side frontend design, library and development tools.

Design Documentation, Graphic Design Project Management Systematic Design Thinking Content Creation

### Frontend Proficiencies

Angular JS, jQuery, jQuery Mobile, Bootstrap, Foundation, WordPress, Google Analytics

### Adobe CS + CC Suites

Highly proficient, skilled and efficient tool use from solid Designer career track experience.

### Project Management

Analytics, tracking, and resource allocation for interactive and multimedia projects.

## TRAININGS

### Interaction Design

Foundation Certifications in Visual Perception, User Experience Design, and Psychology of Design.

Information Architecture (World IA Day) Workshops

UXMNL Events & Workshops

## OTHER PROJECTS

### Sample UX Interface

NOV 2017

A local investment startup has requested a UX Assessment sample for an app interface. Check the UX [document here](#).

Also, you may check the mid-fidelity [prototype here](#).

### Update Pt. Ltd., Freelance, AUS

*Multimedia Designer*

OCT 2016 - APRIL 2017

Created media such as: Infographics, Motion Graphics, etc. Website Designs & Advertising materials.

### Web Project Links

<http://www.cambridge.org/digital-products/>

<http://stahlonline.cambridge.org/> - Inner pages

<http://www.cambridge.org/bibles/> - Inner pages

### Wordpress Projects

<http://lasvegas.joypicar.com>

<http://cluelesscommuter.com>

<http://grecom.ph>

<http://creativemnl.org> - For desktop

## REFERENCES

Character references will be provided upon request.

Portfolio url (Ongoing): <http://zerahmercado.com>

Portfolio url (2015): [bit.ly/zerah-mercado](http://bit.ly/zerah-mercado)