JULIAN MERCER

GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Graphic Designer with 6+ years creating brand identities, campaign assets, and print and digital collateral in the Adobe Creative Suite. Delivers consistent, on-brand work across fast-moving projects, with strong typography and production discipline.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer Mar 2022 - Present
Mailchimp, Atlanta, GA

- Led visual design for quarterly campaigns, producing 120+ assets across email, social, and paid placements with consistent branding.
- Refreshed the brand template library in Illustrator and InDesign, cutting request turnaround for sales collateral from five days to two.
- Directed two freelance illustrators and a photographer for a flagship campaign delivered on schedule and within budget.
- Created a lightweight brand usage guide adopted by 80 marketers, reducing off-brand asset reviews by about a third.
- Prepared print-ready files with correct bleeds, color profiles, and font packaging for event signage across three cities.
- Designed an annual conference identity system covering badges, signage, and slides for 3,000 attendees, and delivered the full file set to vendors two weeks ahead of the event.
- Partnered with the product marketing team on launch visuals for two new features, supplying illustration, motion, and social assets on a two-week schedule.

Graphic Designer Jun 2020 - Feb 2022
Warby Parker, New York, NY

- Designed packaging inserts, in-store posters, and lookbooks for seasonal collections, supporting launches in 140 retail locations.
- Built social campaign templates in Photoshop and After Effects that raised average post engagement 12% and let the social team publish new posts without waiting on design.
- Collaborated with copywriters and marketers on layout hierarchy, improving click-through on promotional emails 8%.
- Organized and archived design files with clear naming conventions and folder structure, shortening asset search time for the team and cutting duplicate artwork requests.
- Illustrated 25 spot graphics for a seasonal editorial campaign, reused across email, web, and retail displays.
- Produced press-kit layouts and lookbook spreads for two eyewear launches, delivered to print vendors with proofs approved on the first round.
- Updated the shared brand color and type reference with print and screen values, which cut vendor color questions noticeably.

CORE SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Brand identity | Typography | Layout design | Print production | Color management | Social media graphics | Motion graphics | Art direction | Packaging design | Figma | Creative briefs

EDUCATION

B.F.A. in Graphic Design, Rhode Island School of Design, Providence, RI

CERTIFICATIONS

Adobe Certified Professional: Visual Design | Google UX Design Certificate