JULIAN MERCER

ILLUSTRATOR

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PROFESSIONAL SUMMARY

Illustrator with 7+ years creating greeting card art, children's book illustration, and editorial spot art for publishers and consumer brands. Works in Procreate, Adobe Illustrator, and gouache, with clear sketch-to-final rounds and reliable deadlines.

PROFESSIONAL EXPERIENCE

Freelance Children's Book Illustrator Feb 2022 - Present
Chronicle Books, San Francisco, CA

- Illustrated four picture books, delivering 32 spreads each in gouache and Procreate within agreed schedules.
- Produced thumbnail, sketch, and color-comp rounds and incorporated editor notes in two revisions or fewer on most spreads.
- Prepared print-ready files at 300 dpi with correct CMYK profiles, which cleared the printer's preflight on the first pass.
- Drew character sheets and cover art that the marketing team reused on social posts and catalogs.
- Pitched concept sketches to the art director for an upcoming series, and one concept was selected for development.
- Present work-in-progress to the publishing team at three milestones and keep a shared folder of dated files for each book.

Staff Illustrator Jun 2018 - Jan 2022
Hallmark Cards, Kansas City, MO

- Created over 120 greeting card designs for seasonal lines, from first sketch to final art, with about 70% accepted by the editorial team.
- Adapted characters across cards, gift wrap, and ornaments, keeping style consistent across products.
- Collaborated with writers and product managers on concept meetings and revised art within two days of feedback.
- Drew a 12-card seasonal collection of pet characters, and its designs also appeared on mugs and notepads.
- Prepared flat color separations and spot colors for letterpress and foil cards with the print production team.
- Led a weekly sketch review with two other illustrators to share feedback.

Junior Illustrator Aug 2016 - May 2018
Scholastic, New York, NY

- Drew spot illustrations for classroom magazines and activity pages, working across 30 issues.
- Cleaned and colored line art in Illustrator and Photoshop and prepped files for production editors.

Production Artist Jun 2015 - Jul 2016
American Greetings, Cleveland, OH

- Cleaned and recolored licensed character art for cards and party goods using Illustrator and Photoshop.
- Checked proofs against color standards and fixed 60 files flagged by the print vendor.

CORE SKILLS

Procreate | Adobe Illustrator | Adobe Photoshop | Gouache and watercolor | Character design | Picture book layout | Editorial illustration | Color theory | Thumbnailing and storyboarding | CMYK print preparation | Vector art | Revision management | Client and editor communication

EDUCATION

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

CERTIFICATIONS

Adobe Certified Professional: Illustrator