JULIAN MERCER

VISUAL DESIGNER

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PROFESSIONAL SUMMARY

Visual Designer with 7+ years crafting scalable visual systems for digital products and marketing. Strong in typography, color, layout, and iconography, and experienced at turning brand direction into polished, accessible interfaces and illustrations.

PROFESSIONAL EXPERIENCE

Senior Visual Designer Jan 2022 - Present
Spotify, New York, NY

- Defined a visual language for a new podcast discovery surface, increasing browse-to-play conversion 6% in a controlled test.
- Built a type scale and color token system across light and dark themes that met AA contrast on every core component.
- Created 60 icons and illustrations with a consistent grid and stroke rules, handed off as production-ready SVG assets.
- Reviewed visual quality in weekly design critiques with 14 designers and shared checklists for alignment, spacing, and states, raising polish consistency before release.
- Partnered with engineers on spacing and motion specifications written into annotated handoff files, reducing visual bugs found in QA by roughly a quarter.
- Led a visual refresh of a core playback surface with two designers, shipping on schedule and improving usability ratings 5 points.
- Audited 90 interface screens for contrast and spacing inconsistencies, fixing the highest-impact issues across two releases.

Visual Designer May 2019 - Dec 2021
Slack, San Francisco, CA

- Designed marketing landing pages and product announcements for four major launches, producing hero art and layouts on tight timelines.
- Evolved the brand color palette and illustration set with the brand team, improving recognition in an internal perception survey.
- Developed responsive layout templates in Figma that cut campaign page production from two weeks to one and gave marketing a consistent starting point for each new launch.
- Maintained the shared icon and illustration library for marketing and product, retiring about 40 outdated assets and documenting usage rules for the rest.
- Tested typography and contrast variants with 300 survey respondents to select the clearest headline treatment.
- Presented design rationale to marketing and product leaders, earning sign-off on a new illustration direction within two review cycles.
- Mentored an intern on layout fundamentals and file hygiene through weekly reviews, and together shipped three production-ready campaign pages by the end of the summer.

CORE SKILLS

Visual systems | Typography | Color theory | Layout design | Iconography | Illustration | Figma | Design tokens | Accessibility contrast | Brand application | Motion principles | Art direction | Presentation design | Asset handoff

EDUCATION

B.F.A. in Communication Design, Parsons School of Design, New York, NY

CERTIFICATIONS

Adobe Certified Professional: Visual Design | IAAP Web Accessibility Specialist