

ASHLEY MERCADO

SELECTED WORKS

2015 - 2022

Graphic | Design

PORTFOLIO

PRINT
DIGITAL
EDITORIAL
COMMUNICATIONS

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CURRICULUM VITAE

EDUCATION

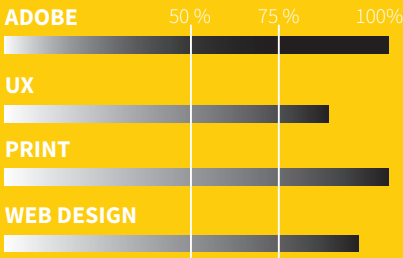
- **WHEATON COLLEGE**
B.A. English
- **RHODE ISLAND COLLEGE**
M.A. Media Studies (1.5 years)

SNAPSHOT OF EXPERIENCE

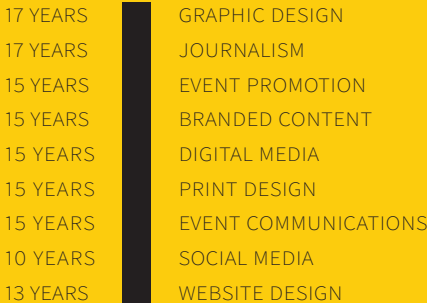
- **RHODE ISLAND COLLEGE** / 2019-PRESENT
Graphic Design Specialist in Providence, RI : In-house designer collaborating across all departments to produce a variety of print and web-based collateral for college initiatives, departmental campaigns, direct-mail, fundraising, event promotion, social media, and on-site wayfinding. Art Director for the college magazine; overseeing all aspects of editorial planning, design development and production process.
- **THE AVENUE CONCEPT** / 2018-2019
Editorial Director in Providence, RI : Team-led a staff of four, created workflow and promotional materials, managed contributors, pitched to investors and board members, and coordinated production for the premiere journal on public art in Rhode Island.
- **WBNA** / 2017-2018
Design Director in Providence, RI : Designed all print and digital materials for the only funding event the nonprofit holds annually, including posters, postcards, press materials, and day-of-event booklet with a map. Launched social media presence and managed web presence, including page build-out, photography, and additional visual elements.
- **PRESERVE RHODE ISLAND** / 2016-2017
Social Media Manager in Providence, RI : Developed materials for event promotion, managed website, event aggregation, and branded visuals for online and print campaigns activating historic places with younger audiences.



SKILLS



YEARS IN PRACTICE



WWW.ASHLEYMERCADO.COM

PERSONAL OVERVIEW

Teacher, communicator and designer gifted at at working with—and alongside—creative teams, department directors, content managers, communications experts, photographers and talent of all kinds to produce designs that resonate with truth and reach audiences.

My path has taken me from starting an art and culture print publication to elevate creativity and culture in Providence, R.I. to managing large-scale campaigns and design in the marketing department at a leading IT firm in New England.

From Providence to Paris, I've helped teams creatively develop, manage, produce, publish and market new products and campaigns that lean heavily on the experiential.

I have worked in design communications for more than 15 years, connecting with all types of personalities, and navigating across business departments, to bring a wide spectrum of projects to completion, from publications to conferences, as well as museum tours to big business initiatives.

AT A GLANCE

PRINT DESIGN

Magazine Architecture, Newspaper Layout, Book design, Packaging Design, Advertising, Brochures, Postcards, Programs, and Way-finding Signage, created in offset and digital printing, 4-Color Process and Spot Color.

DIGITAL DESIGN

Website architecture,SaaS website build-outs,e-commerce, and web-based imagery, photography, and branding for use on mobile and desktop, including social media.

TRAINING

Lean Methodology - 2018-2020, certified in “6S Workplace Organization/Visual Management” and A3, Metrics and Project Tracking Methods

Leadership Rhode Island

Nominated based on exhibited leadership skills and community outreach to the national yearlong program, completed in 2011.

TECHNICAL

Adobe Creative Suite, MS Office Suite; database management and optimization; social media marketing tools; productivity tools, email tools; PC, Mac, Windows, HTML

PRINT Designs

COLLEGE MAGAZINE

ROLE:
Art Director

Manage photographers and contributors, oversee print process and all aspects of production, design, layout and identity.

1

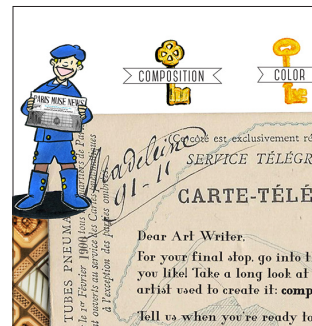
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MUSEUM GUIDE BOOK

ROLE :
Designer
Project
Manager

Managed illustrator contributors
Colorized images and made print-ready
Designed layout

1



2



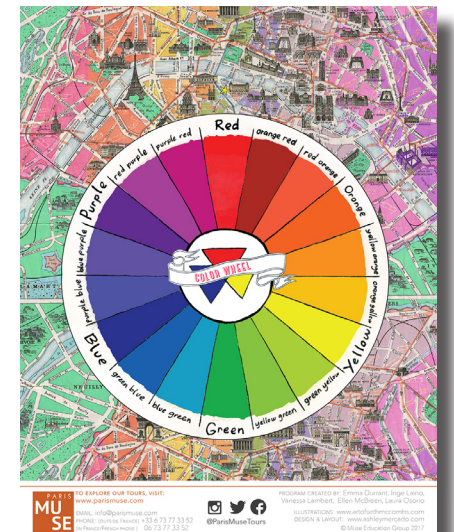
3



4



(1) Detail of repeated visual, aiding kids as they learn new terminology to describe art (2) Used historic map on the back of the booklet (3) Added color to all illustrations (4) Devised the idea for a “companion”, a young newsie who would lead the museum goers along their journey



Museum booklet, front and back

ART MAGAZINE

ROLE : Managed contributors, writers, photographers, artists
Editorial Director Developed workflow, promotional materials
Worked in collaboration to create the magazine’s architecture, defining the tempo and pace



42 AVE. MAGAZINE 2019

PHOTO BY DANIEL MENDOZA

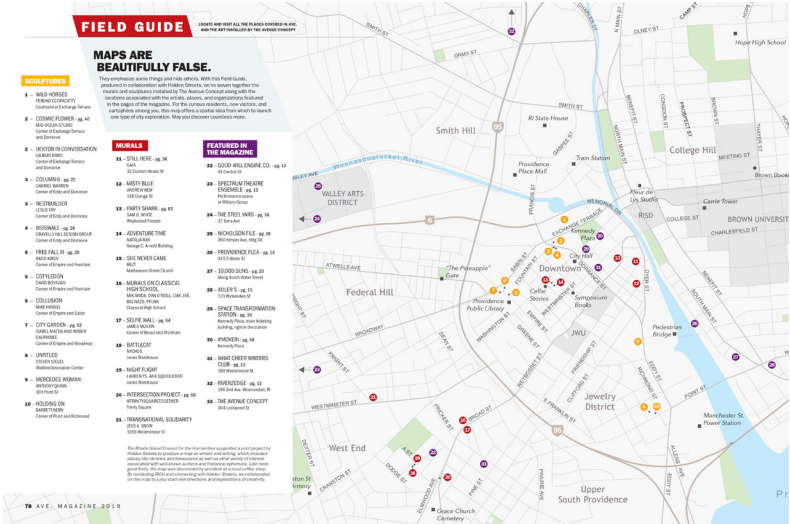
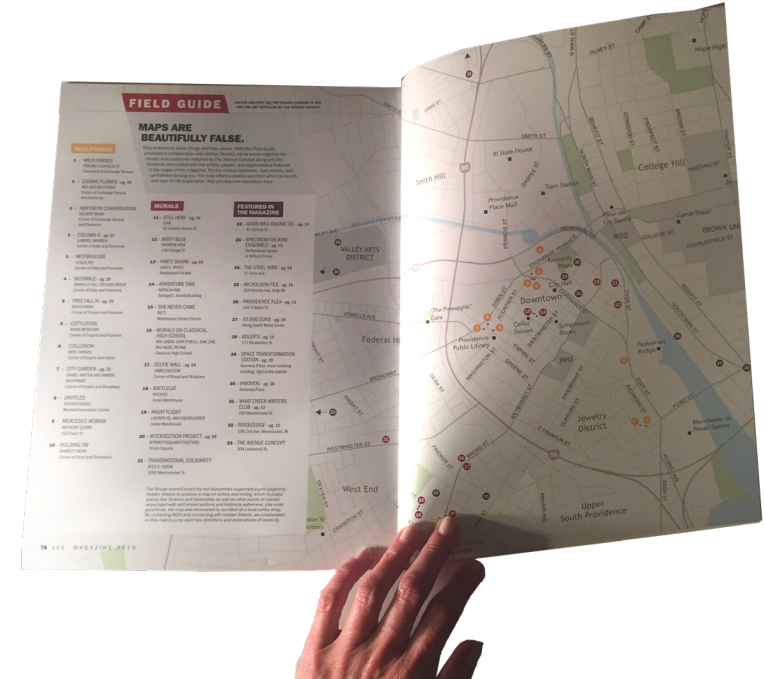


PHOTO BY DANIEL MENDOZA

43 AVE. MAGAZINE 2019



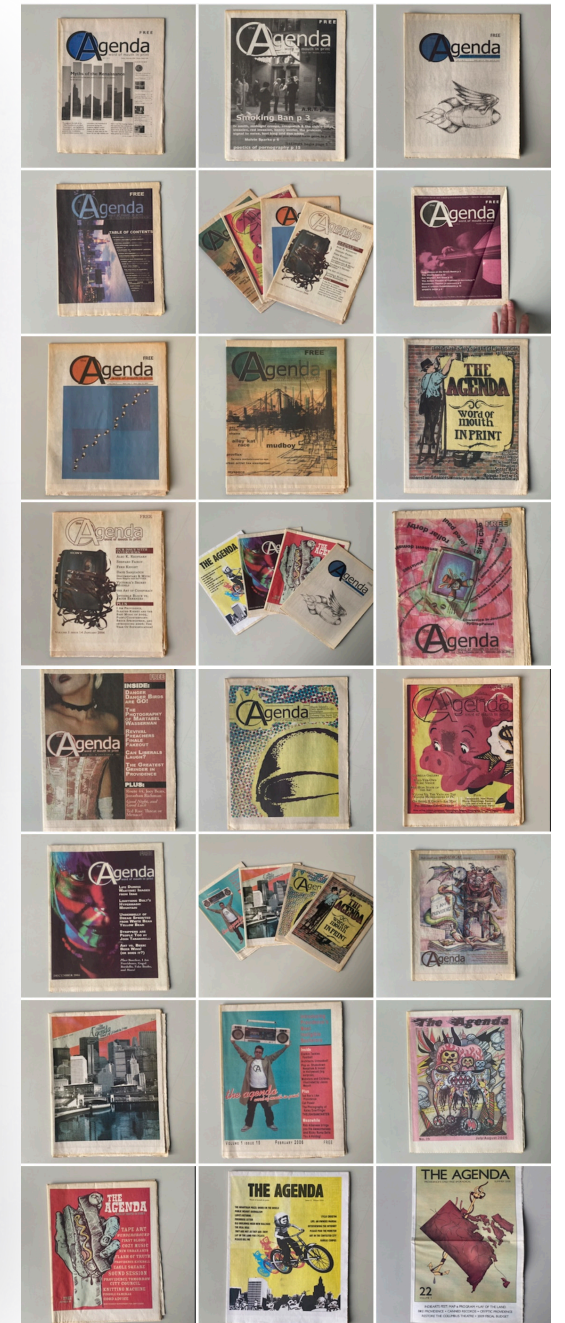
NEWSPAPER

ROLE :
**Founder and
Publisher**

Recruited contributors and staff to launch an arts, music and news periodical, galvanizing other local publications to step up their own game representing talent and vitality in Providence.



Above: Last printed issue of The Agenda
On Right: Selected issues of the three-year run



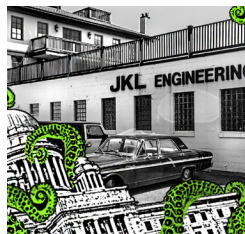
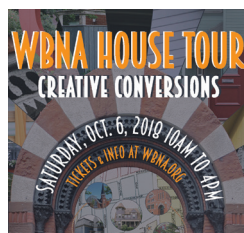
EVENT

Collateral

- Community Organization
- Engaging People in the Historic Built Environment
- Print and Digital Media

ROLE :
**Designer
and Editor**

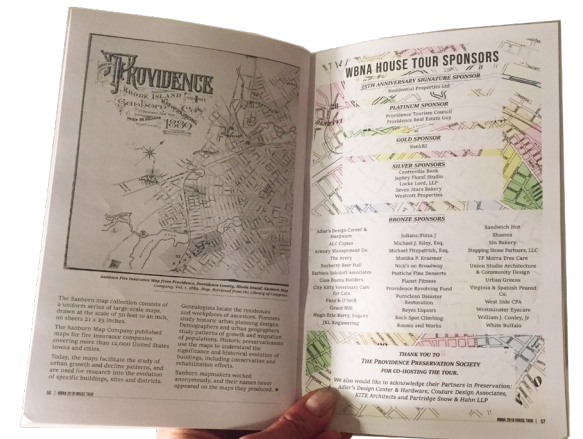
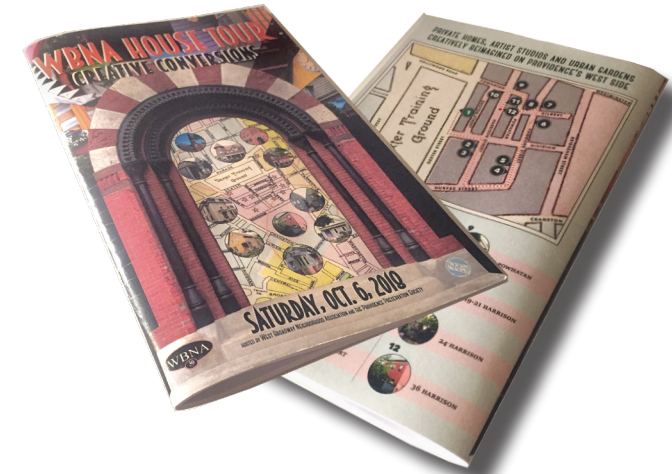
Poster
Postcard
Social Media
Program
Map



Social Media and Website visuals



Poster



Program

- Independent Artist Organization
- Annual Event Promotion
- Print and Digital Media

ROLE :
Designer

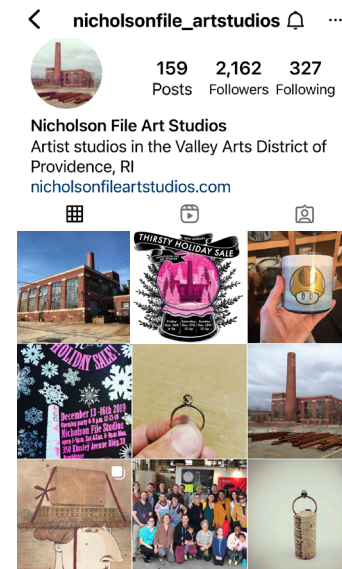
Poster
Postcard
Social Media
Hand bills



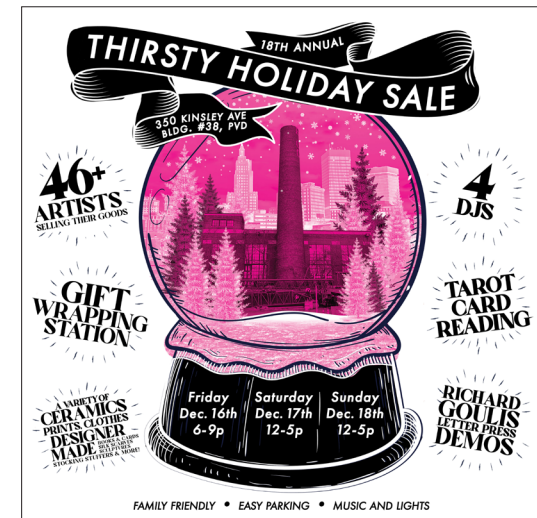
Screen printed poster, two colors



Poster

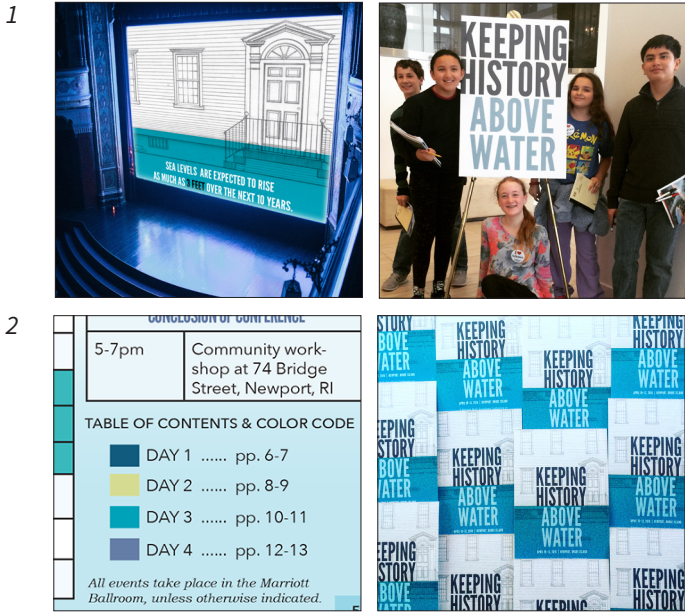


Instagram digital marketing collateral

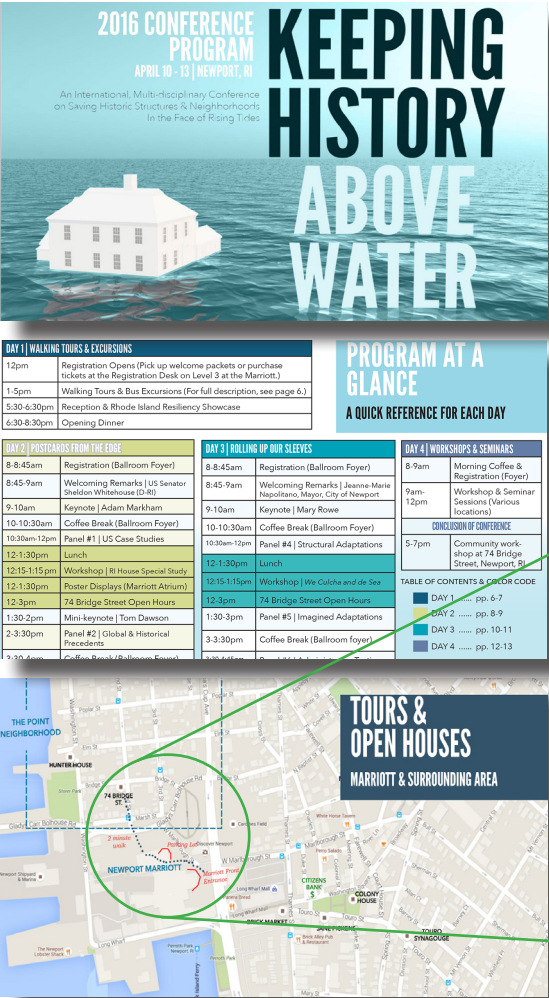


CONFERENCE MARKETING

- ROLE :
Communications Designer
PR Manager
- Poster
Postcard
Social Media
Program
Map
Way-finding signs



(1) Advertisement for local movie theater, announcing the event (2) Program color coded system (3) Instagram posts and photos of conference attendees with way-finding sign (4) Postcard cover, with the reverse side inviting attendees.



Program



Above: The original work by the designer, as featured in Architectural Digest.

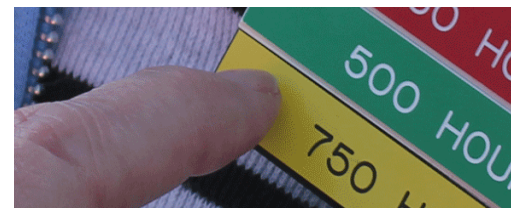
Left: Using the design, I built upon the original work to develop all marketing materials, including the printed program of the 4-day conference.

It was important to highlight how walkable to conference area was to attendees, which is achieved through simple map making.

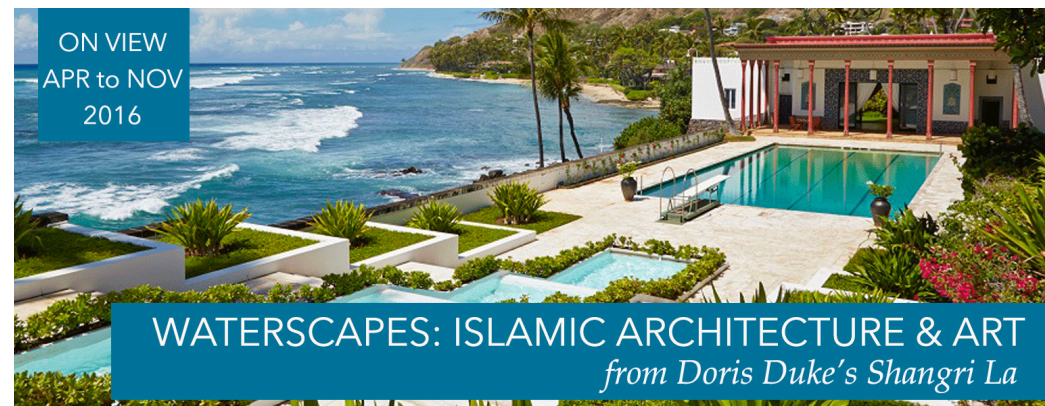
HISTORIC SITE & MUSEUM EVENTS

ROLE :
Designer
PR Manager

Posters
Postcards
Social Media
Website Banners



Website banner details



The historic site, located in Newport, needed to standardize their event promotion across social media, the web, and various other online directories.

Leveraging the enthusiasm of the head gardener, who had a hobby of taking photographs, I was able to recruit a staff member to help with the promotion which would benefit the entire organization.

His photography was beautiful — which was significant to the design — and the morale of the employees increased along with attendance figures.

Standardized event banners

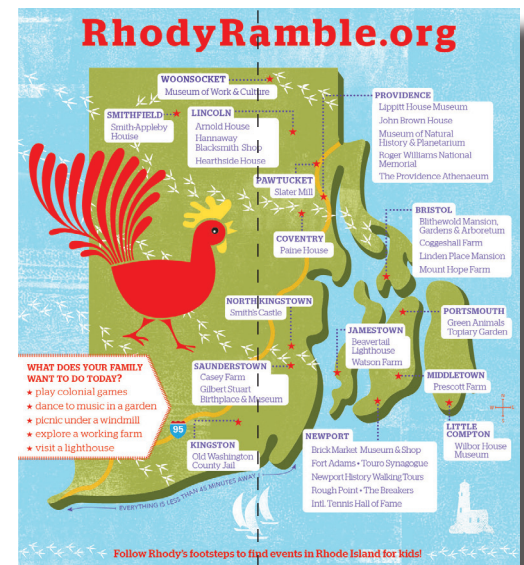
ON-GOING EVENT MARKETING

ROLE :
Designer
Writer

Posters
Brochure
Social Media
Business cards
Map
Event organizer



Poster



Brochure, front and back

ASHLEY MERCADO

www.ashleymercado.com
(401) 954-0361
ashley.a.mercado@gmail.com



Working as a museum guide teaching American families about art in the Louvre, Paris.



Managing day-of communications during History Above Water conference, Newport, RI.



Screen printing posters created for an arts organization’s annual event, Providence, RI.

EXPERIENCE IN DETAIL

- Launched the new iteration of a college print magazine with a fresh approach to representation and story-telling that excited and inspired across the spectrum of the institution’s audience — from staff to faculty, to students and donors.
- Designed the social media presence and all print collateral, in concert with cross-platform digital materials for annual fundraiser, growing donations and attendees two years in a row.
- Project managed the graphic design and illustration of an education book for English-speaking visitors to the Musée d’Orsay in Paris.
- Developed and managed communications, online presence and press relations for a 300-attendee symposium, including visuals for digital, print, and social media, as well as the four-day conference program.

Rhode Island College 2019-present
Art Director and Graphic Design Specialist
Launched the college’s new print magazine, designed identity, established a network of creative contributors, developed story approaches and visual elements with writers and photographers, while overseeing all aspects of editorial planning and production process; worked across departments to develop visual and editorial collateral for the college’s major campaigns, from internal education and employee-driven initiatives to student recruitment, annual fundraising, event and awards ceremony promotions.

The Avenue Concept 2018-2019
Editorial Director
Team-led a staff of four creative professionals to develop and produce a first-of-its-kind journal on public art in Rhode Island. Created back-end workflow processes, writer and advertising contracts, and promotional materials. Developed and nurtured a network of contributors, from writers and photographers to artists featured and interviewed. Pitched product to investors and board members, gaining approval and support from all stakeholders. Coordinated production, oversaw design and editorial process, and managed distribution for the premiere issue and launch.

West Broadway Neighborhood Association 2017-2018
Design Director
Designed all print and digital materials for the only funding event the nonprofit holds annually, including posters, postcards, press materials, and day-of-event booklet with a map. Launched social media presence and managed event web presence, including page build-out, photography, collateral, and additional visual elements.

Preserve Rhode Island 2016-2017
Social Media Manager
Developed materials for event promotion, managed website, event aggregation, and branded visuals for online and print campaigns activating historic places with younger audiences.

Muse Education Group 2015-2016
Creative Director and Educator, Museum Guide
Designed printed education materials geared towards young American visitors to meet the company’s growing client demands at the Musée d’Orsay. Re-designed tour products for the highest-grossing tour at the Louvre, Paris. Designed all creative elements, including photography and internal architecture, for newly published book on Henri Matisse, Yale University Press (2015).

Newport Restoration Foundation 2015-2016
Marketing + Design Consultant, Museum Guide
Managed digital and printed production of campaign designs, visual documentation, press

relations, vendor relations, and web presence, including content management and navigation for historyabovewater.org, conference materials, signage and four-day printed program.

Arion Networking Corp 2010-2014
Project Manager
Developed marketing programs that bridged web-based experiences to personal client interactions for an IT networking firm, including cross-departmental messaging and materials for web and print based on metrics and data collection to grow sales and participation.

Providence Business News 2008-2010
Research Director
Launched and managed the newspapers first event-based e-newsletter, interpreted and qualified leads, news, polls and nonprofit stories, and supervised research and production of the annual 250+ page publication, Book of Lists.

The Agenda 2005-2008
Founder and Publisher
Recruited contributors and staff to launch an arts and news periodical with a 15,000 copy state-wide distribution, developed materials to broaden support of hundreds of artists, writers and civic leaders who donated time and talent during the newspaper’s three-year-run.