

MERCEDES DE LA PARRA

Mexican American communication designer specializing in branding, UX design, light coding, print, and digital design. Passionate about leveraging design as a powerful connective tool, helping clients transcend creative limits through innovative and human-centered design solutions.

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AWARDS

2023 Indigo Design Awards NIKU House

— Silver, Branding for Hotels & Resorts

2023 Indigo Design Awards Little Plates with a Big Impact

— Bronze, Integrated Graphic Design

2019 Houston ADDY Awards McDonald's "Unfold the Future"

— Elements of Advertising Art Direction
Gold award
— Collateral Material Special Event Material
Bronze award
— Direct Marketing Direct Mail Silver
award

EDUCATION

Paris College of Art BFA Communication Design

— Studies focused on design research methodology, human-centered concept development and system design processes

The Edron Academy International Baccalaureate graduate

LANGUAGES

Native English speaker
Native Spanish speaker
A2 French

SKILLS

InDesign
Illustrator
Photoshop
After Effects
Premier
RoboFont
Printmaking
WordPress
Webflow
HTML, CSS, P5JS

— Proactive, cooperative, leadership skills, capable of working under pressure. Multicultural with a global perspective.

EXPERIENCE

JUNE 2020 — PRESENT

PRIMER GREY Senior Designer

At Primer Grey, I develop brand identities and design systems, including web design, naming, and print collateral. I lead design strategy, pitch concepts, and oversee creative direction for various projects. In addition to managing client expectations, I handle project scopes and timelines while maintaining strong client relationships. I also guided and mentored Junior Designers in technical skills, conceptual development, and project execution.

Having been promoted to Senior Designer in 2024, I now lead all projects, client interactions, and full project management as the sole designer at the company.

JUNE — AUG 2019

REDPEAK Design Intern

During my internship at RedPeak, I collaborated with the New York creative team on brand identity projects for Intel, Sounds of Saving, OneAPI, FedPoint, and TaxSlayer. I was responsible for designing logos and visual assets to align with brand strategies.

JUNE — AUG 2018

LOPEZ NEGRETE Design Intern

At Lopez Negrete, I created digital and print content for major brands including McDonald's, Lone Star College, Fiat, Bank of America, and Walmart. I worked directly with the CCO and Social Media team on campaign development. I continued freelance work in 2019 as Art Director for McDonald's projects, contributing to award-winning campaign pitches.

FEB — MAR 2018

BASIS MAGAZINE Designer

For Basis Magazine, I designed layouts and visual elements for a London-based arts magazine featuring emerging artists.

FEB — MAR 2018

EL TORO SALVAJE Designer

As a designer for El Toro Salvaje, a Mexico-based magazine, I developed visual content that showcased young voices in politics and art.

AUG 2014 — MAY 2016

HOGAR Y FUTURO ORPHANAGE

I conducted art workshops for underprivileged children aged 4-8, fostering confidence and self-expression.

MAR 2015

LSG GALLERIA

At Lourdes Sosa Galería in Mexico City, I assisted in exhibition curation and cultural promotion.