mercedesdelaparra.com

Mercedes de la Parra is a Mexican-American Senior Designer with over six years of experience shaping brand identities, visual systems, and digital experiences. She leads creative projects from strategic research through concept development, art direction, and execution, bringing strategy and storytelling together to create compelling brand experiences.

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

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

Skills

Brand & Creative
— Brand Identity, Visual Systems, Art Direction, Creative Direction, Concept Development, Design Strategy, Visual Storytelling.

Digital & Experience
— Digital Design, UX / Information Architecture, Website Design, Webflow, WordPress, Environmental & Experiential Design

Print & Physical
— Typography, Packaging, Editorial Design, Print Design, Collateral, Printmaking.

Creative Leadership
— Client Presentations, Creative Collaboration, Project Leadership, Design Review, Junior Designer Mentorship

Software & Tools
— Adobe Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, WordPress, Webflow, RoboFont, Figma, HTML/CSS

Languages

Native English speaker
Native Spanish speaker
A2 French

Experience

Primer Grey
Senior Designer
06/20 — Present

- Lead creative direction and execution across brand identities, visual systems, digital experiences, and environmental design, from concept through implementation.
- Collaborate on brand strategy and conduct competitive visual research to identify opportunities for differentiation and inform creative direction.
- Independently oversee creative development, design quality, and key design decisions as the agency's sole designer, translating brand strategy into cohesive visual identities.
- Lead client presentations, communicate creative rationale, and align design solutions with business objectives.
- Art direct external collaborators, including developers, production vendors, and fabricators, ensuring consistency and quality across brand touchpoints.
- Manage project scopes, timelines, and deliverables while balancing creative vision with technical requirements; previously mentored junior designers in conceptual development and execution.
- Promoted to Senior Designer in 2024, recognizing expanded creative leadership, project ownership, and client-facing responsibilities.

RedPeak Branding
Design Intern
06/19 — 08/19

- Collaborated with the New York creative team on brand identity projects for Intel, Sounds of Saving, OneAPI, FedPoint and TaxSlayer.
- Designed logos and visual assets aligned with established brand strategies and creative direction.
- Contributed to the development and execution of brand identity systems.

Lopez Negrete Communications
Design Intern
06/18 — 08/18

- Created digital and print content for major brands including McDonald's, Lone Star College, Fiat, Bank of America and Walmart.
- Collaborated closely with the Chief Creative Officer and Social Media team to develop high-impact campaign work.
- Returned in 2019 as a freelance Art Director for McDonald's, contributing to the development of award-winning campaign pitches.

Basis Collective Magazine
Designer
02/18 — 04/18

- Designed layouts and visual elements for a London-based arts magazine featuring emerging artists

LSG Galleria
03/15 — 03/15

- Oversaw daily gallery operations, assisted with exhibition preparation, and engaged with clients on artwork inquiries while supporting the presentation and promotion of artwork.