



Liah Pérez-Mercado

Graphic and UX/UI Designer
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EXPERIENCE

2017–Current | **Salient CRGT**
Jr. Graphic and UX/UI Designer – Rockville, MD

Currently work on a variety of print and web projects for government clients, primarily the Food and Drug Administration (FDA).

2016 | **Kivvit**
Design Trainee – Washington, D.C.

Designed collateral, branding materials, and digital ads for a variety of clients, including Wynwood Improvement District, USC Gould School of Business, and National Restaurant Association.

2016 | **Safari Sundays**
Design Intern – New York, NY

Assisted in concept development and execution of packaging, branding and advertising materials a variety of clients including Pepsi, CVS Pharmacy, Pure Leaf, and Quaker.

2014 | **Hard Rock Hotel and Casino Punta Cana**
Corporate Design Intern – Punta Cana, DR

Worked with the HR department to develop the look-and-feel of the employee section of the hotel that adhered to the Hard Rock brand.

2013 | **Dreamkind**
2D Design Intern – Englewood, NJ

Developed UI elements, wireframes, and mockups for app-based games designed for children three to twelve years old. Clients included Disney, PBS, and the NFL.

SKILLS

UX/UI Design, Brand Development, User Testing, 508 Compliance, Wireframing, Prototyping, Print Design, HTML + CSS

PROGRAMS

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Sketch, WordPress, Invision, Marvel, MailChimp

EDUCATION

2011–2015 | **Rochester Institute of Technology**
BFA in Graphic Design – Summa Cum Laude

2015 | **Hochschule Anhalt**
Study Abroad in Dessau, Germany

2018 | **Nielsen Norman Group UX Conference**
Nielsen Norman Group Certification – Washington, D.C.

Assisted Webpage Design, User Research Methods: From Strategy to Requirements to Design, Usability Testing, and Wireframing and Prototyping UX courses.

LANGUAGES

Fluent in Spanish and English

INVOLVEMENT

2016 | **Imagine RIT: Innovation and Creativity Festival**
Exhibited “Insquire”, an app designed to help students at RIT manage their stress in a healthy way.

2015 | **Rochester Museum and Science Center**
Exhibited “Insquire”, an app designed to help students at RIT manage their stress in a healthy way.

ACCOMPLISHMENTS

2015 | **Outstanding Undergraduate Scholar**
This award is given to less than 1% of the student body at RIT each year. The criteria includes having a 3.85 GPA and above, community involvement employment and research activities.