

ROBERTO MERCADO-REYES

ORANGE COUNTY, CA

A designer with a passion for visual storytelling and an interest in marketing and creative strategy. Skilled in concept development, collaboration, and bringing ideas to life through thoughtful design and strong narrative direction. Continuously building on my experience to refine the creative process and contribute to a collaborative, forward driven team.

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Education

Fall 2023 - Fall 2026

California State University,
Long Beach

B.F.A. in Pre-Production for Animation
Minor in Graphic Design

Skills

Strategy

Concept

Storytelling

Draftsmanship

Illustration

Adaptability

Self motivated

Software

Adobe Creative Suite

(Photoshop, Illustrator,

InDesign, Premiere Pro)

Autodesk Maya

Blender

Relevant Experience

Graphic Designer

CSULB Rocketry Club | September 2025 - Present

- Designed apparel graphics, sponsorship packages, and outreach materials to support competition and funding efforts.
- Provided feedback and marketing materials for the team's participation in the NASA student launch program, a national collegiate rocketry competition.
- Produced social media graphics and event posters to engage audiences and promote club initiatives.
- Collaborated with business and engineering team members to align visual identity with outreach and project goals.

Director for Short Film

"Plenty of Fish" | August 2025 - Est. completion December 2025

Currently working with a small team of animators to create a short film. This project is aimed at learning the process of working with and guiding a team through the development process of creating a film.

- Pitched and developed an original short film, guiding a small animation team through design, storyboarding, and visual style decisions.
- Managed workflows, deadlines, and feedback processes to ensure creative and Design cohesion.
- Built leadership experience in project management, creative direction, and cross-disciplinary collaboration.

Sales Associate

Vans | May 2023 - Present

Although my title has remained Sales Associate, working within a small team has provided a versatile learning experience. In addition to delivering daily customer service, I took on responsibilities in visual merchandising and brand presentation, strengthening my understanding of how design and branding influence customer experience.

- Gained hands-on experience in visual merchandising and store presentation, developing an eye for design and brand identity.
- Built knowledge of apparel branding, marketing visuals, and consumer behavior.
- Adapted to a small-team environment by balancing sales responsibilities with brand-focused initiatives.