
Merced Atelier

Art + Design Portfolio

 **VIEW**
www.merced.design

 **SEND**
luis@merced.design

Luis
Merced



PICTURED (*on cover*): The Descent, oil on canvas, 24x36", based on Lao Tsu's Taoist philosophy of flow and the duality of water

Hello, I'm Luis.

A North Jersey-based visual designer with a decade of experience in designing for greater brand alignment, increased customer engagement and meaningful user-centric experiences

*Luis
Merced*

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Experience.

- Jan 2024 – Present

● **Visual Designer** | **VERISK**

Led creative on the development of a dual-template system for the organization's PowerPoint design. Assisted with brand refresh.
- Oct 2022 – Aug 2023

● **Design Director** | **PUBLICIS GROUPE**

Led the design of branded presentations and experiential assets for global pitches. Mentored junior designers for quality design.
- Sep 2018 – Aug 2022

● **Senior Communications Strategist** | **MOODY'S**

Created multichannel designs for "One Moody's" global campaigns. Developed Webflow sites and decks for key initiatives.
- Apr 2015 – Oct 2016

● **Junior Graphic Designer** | **CITIGROUP**

Created marketing collateral for various global departments. Designed internal Citi Business Communications site.
- May 2010 – Present

● **Freelance Visual Designer** | **MERCED ATELIER**

Collaborate with clients on diverse design projects, offering creative direction and procurement support.
- May 2005 – May 2012

● **Print Production Specialist & Designer** | **STAPLES**

Managed print projects for Central Jersey clients, elevating satisfaction through workflow improvements and staff guidance.

Education.

Bachelor of Fine Arts | **RUTGERS UNIVERSITY**

May 2010

Double concentration in Graphic Design and Painting. Minor in Art History.

Recipient of the prestigious four-year James Dickson Carr Scholarship.

Interests.



print design



technology



web / UI design



painting



photography



interior design



typography



travel

Brands I've worked with.

LVMH

ancestry

BACARDÍ

MOODY'S

citi

Chemistry
Council
OF NEW JERSEY

Staples

RUTGERS
THE STATE UNIVERSITY
OF NEW JERSEY

Awards.

American Graphic Design Award

December 2016

Recognized for 2015 Citi Annual Report

Paul Robeson Emerging Young Artist Award

May 2010

For outstanding achievement in Visual Arts



*Simplicity is the ultimate
form of sophistication.*

— Leonardo da Vinci

Corporate.

1

Publicis Groupe

branding & identity
digital design
experiential design

presentation design
print & editorial design

With a rich history dating back to its founding in France in 1926, Publicis Groupe is a prominent and influential player in the realm of marketing and communications. As a global leader, it boasts an extensive network of agencies and professionals dedicated to creating impactful and innovative campaigns for clients around the world.

As a Design Director, I had the opportunity to translate a range of complex briefs into creative pitch decks and strategic experiential designs. I partnered with marketing, new business and communications teams to develop design concepts for global pitches. For nearly a year, this scope and depth of my design work broadened with a diverse array of clients including LVMH, Ancestry, Bacardi, Whirlpool and FanDuel. Encouraging my team every step of the pitch process, I managed a small team of creatives to uphold brand guidelines and produce quality work, resulting in high profile wins for **LVMH** and **Ancestry**.

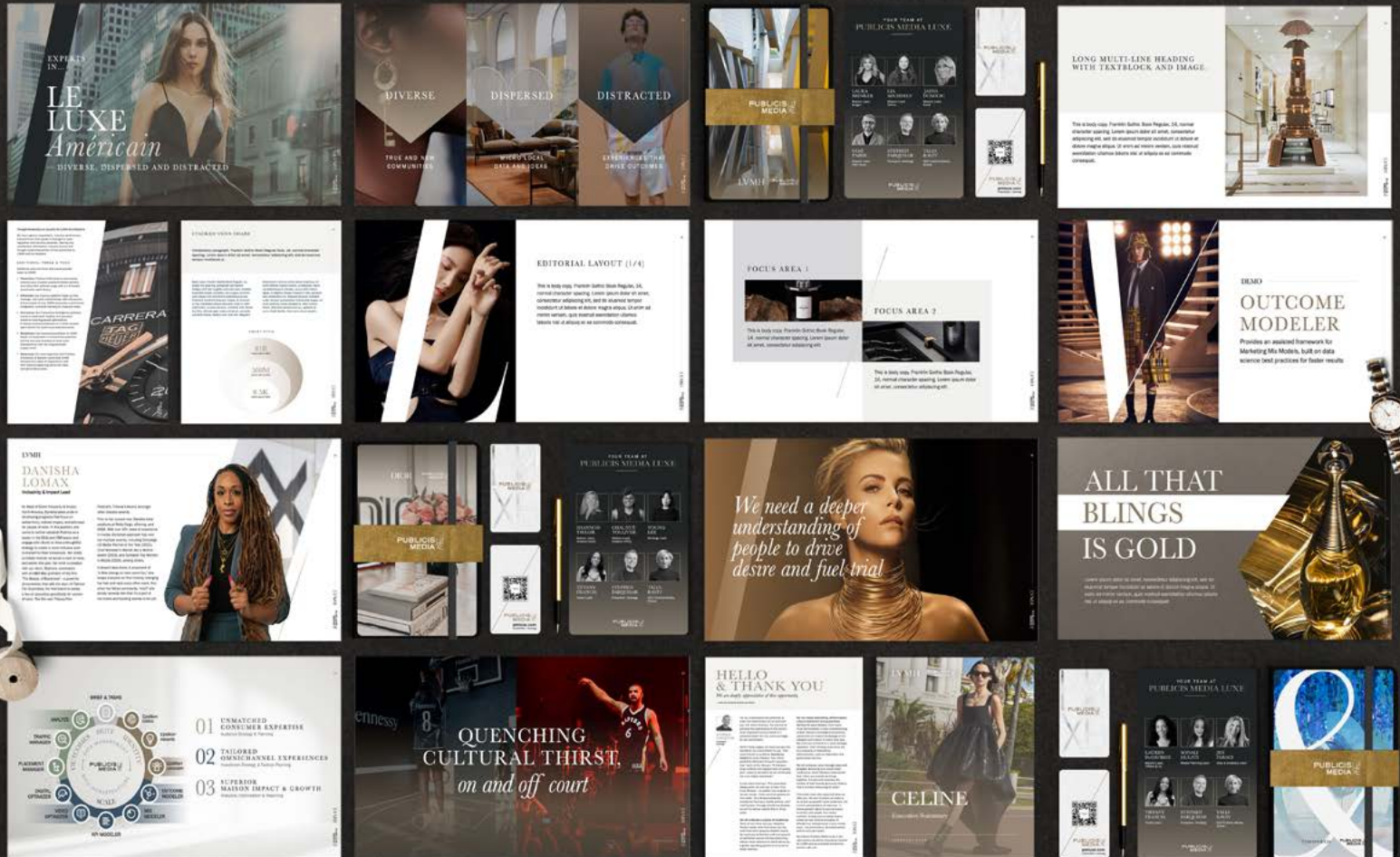
Bacardi–Martini B.V.

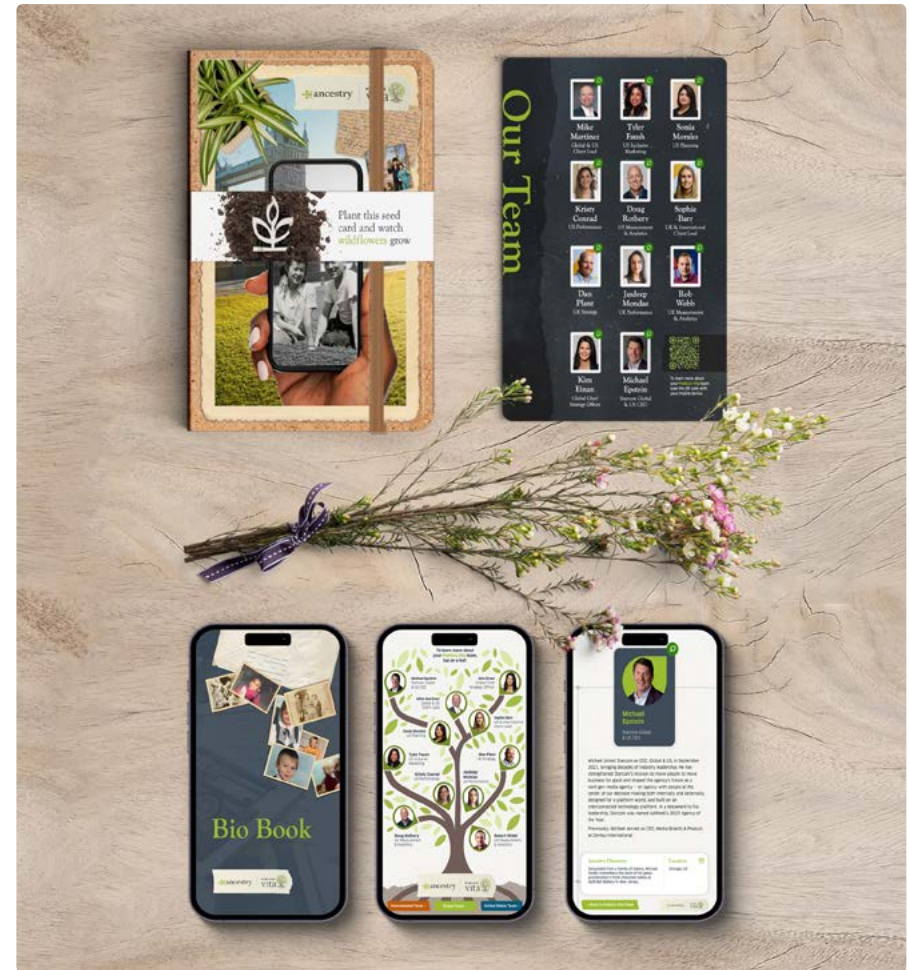
Templates for RFI and RFP presentation designs tailored for Bacardi–Martini's portfolio of brands, including Grey Goose, Patrón, Bombay Sapphire, Dewar's and D'Ussé



Louis Vuitton Moët Hennessy (LVMH)

Over seven months, we produced extensive print, presentation and experiential designs for the French luxury fashion conglomerate, resulting in a major North American market win encompassing Louis Vuitton, Christian Dior, Moët Hennessy and Celine. I crafted 40+ versatile layouts tailored to LVMH's iconic maisons, ensuring adaptability to their unique styles and individuality.





Ancestry

During July 2023, a rapid turnaround of presentation, logo and experiential design work was developed for Publicis Vita, Starcom's bespoke agency solution that won Ancestry's \$200M media account and will amplify its new brand creative campaign in the United States, United Kingdom and Australia.

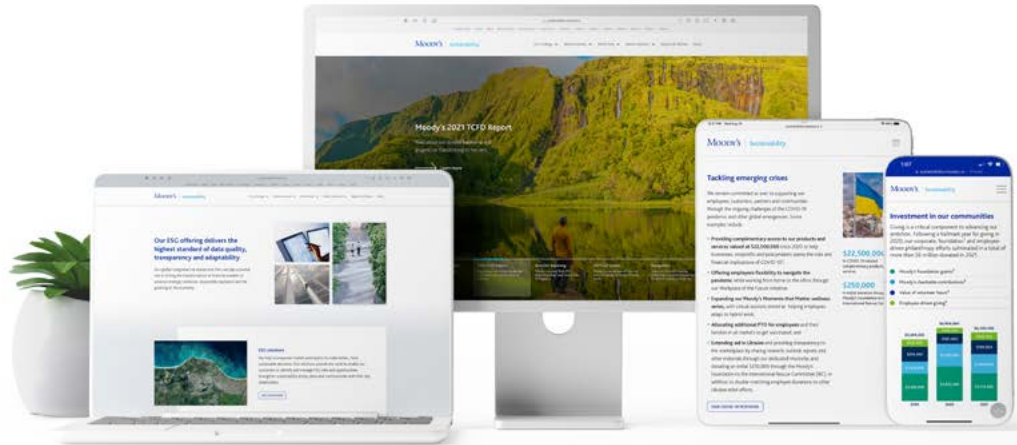
PICTURED: Bespoke pitch template (*top left*); cork-covered Moleskin with face card, seed-paper bellyband and interactive cast bio book (*top right*); Publicis Vita agency solution logo



Moody's Corporation

branding & identity
digital design
experiential design
information design

presentation design
print & editorial design
web design & development



Headquartered in New York's Financial District, Moody's is a global integrated risk assessment firm empowering organizations to make better decisions through credit ratings, research analysis, insights and analytical tools for risk measurement.

For nearly four years, I developed innovative designs for an array of print and digital marketing assets for global markets, including the creation of presentation designs, Webflow sites, logos, social media assets, experiential graphics, and email designs. As a member of the small but growing Design team, I facilitated brand compliance across visual communications to ensure global consistency for Moody's and its entities, Moody's Investors Service and newly-established Moody's Local.

Additionally, I was a key player in refreshing Moody's century-old brand during a pivotal time for its communications strategy. I helped develop and enrich branding across a variety of Moody's strategic focus areas and key internal initiatives, including corporate sustainability, talent acquisition, and DE&I.

Luis Merced

Moody's Sustainability website

For the launch of Moody's Sustainability in 2021, a comprehensive 20-page website was developed and maintained in Webflow. A refresh followed in 2022.

Infographics for key strategic initiatives

Moody's Analytics on Commercial Real Estate (*left*); MIS on blockchain asset tokenization (*top right*); MIS on COP26 and Paris Agreement goals (*bottom right*)



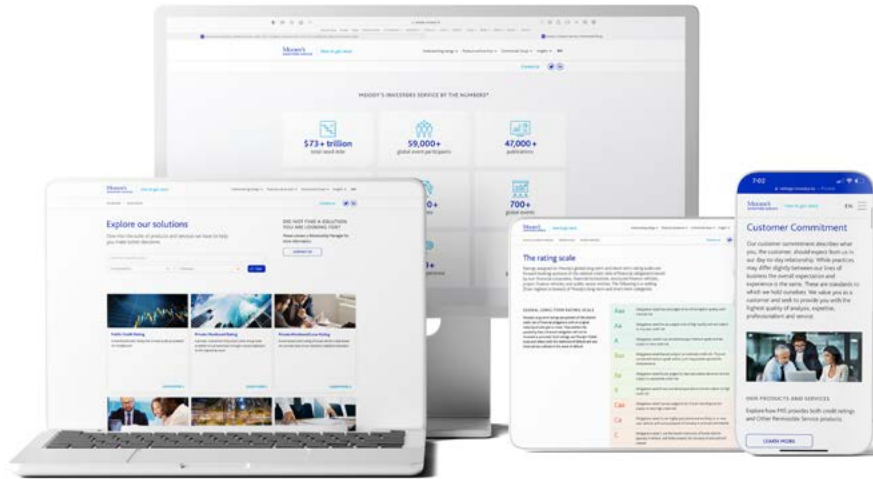
Slides for MIS pitchbooks and global town halls *(right)*

From 2018 to early 2021, I specialized in the development of detailed PowerPoint decks and templates. My presentation design work was often specifically requested for high-profile needs by Moody's Chief Financial Officer, Mark Kaye. These decks included confidential, time-sensitive presentations for the Board of Directors, executive leadership team, global town halls, investor relations events and the Moody's Investors Service (MIS) Commerical Group.

Moody's PowerPoint Toolkit 2020

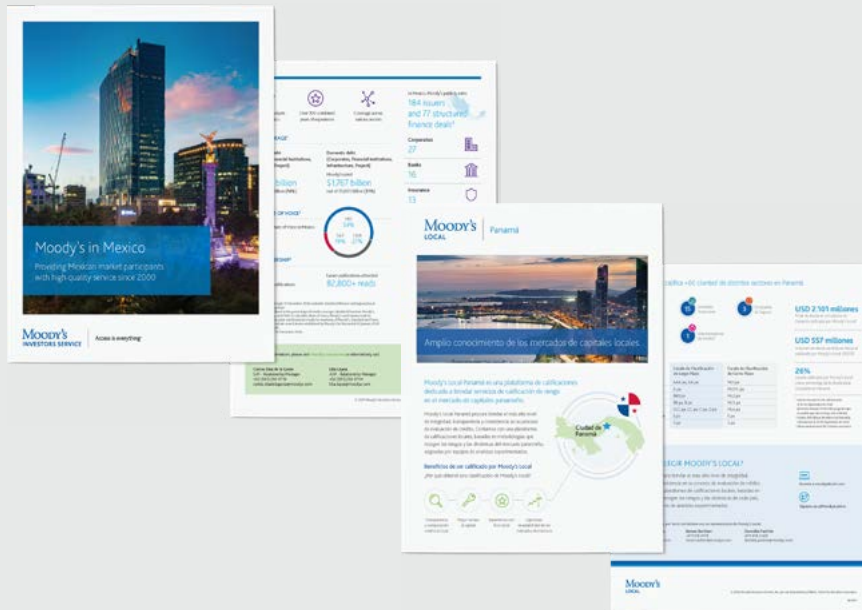
To help employees transition to remote work during the onset of the coronavirus pandemic, I independently developed a globally distributed PowerPoint toolkit: a 250+ slide resource with pre-formatted slide layouts, infographic and table styles, responsive device mockup graphics and an expansion of 100+ world, regional and country maps.





MIS How to Get Rated website

This website provides market participants a comprehensive understanding of Moody's ratings and capabilities. Working closely with MIS Commercial Group, I developed the Webflow site with CMS integration, which enabled us to provide and efficiently manage 20+ product and service pages as well as the contact information of 150+ relationship managers throughout 5 global regions. In 2021, WeGlot was added for content translation into 8 languages, enhancing global user experience.



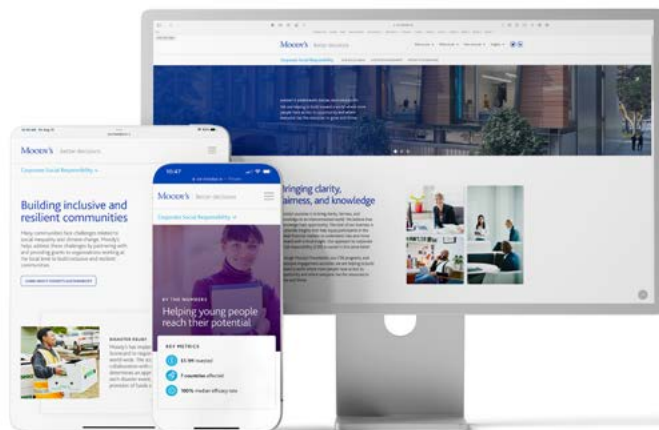
MIS and Moody's Local printed brochures

I was involved in the design of several MIS-focused printed collateral, including creating visual language for newly-created Moody's Local, an entity aimed for the Latin American market. Additionally, I assisted with the marketing for IssuerFocus, a single point of access for ratings, curated research, ratings and insight into investor interest.



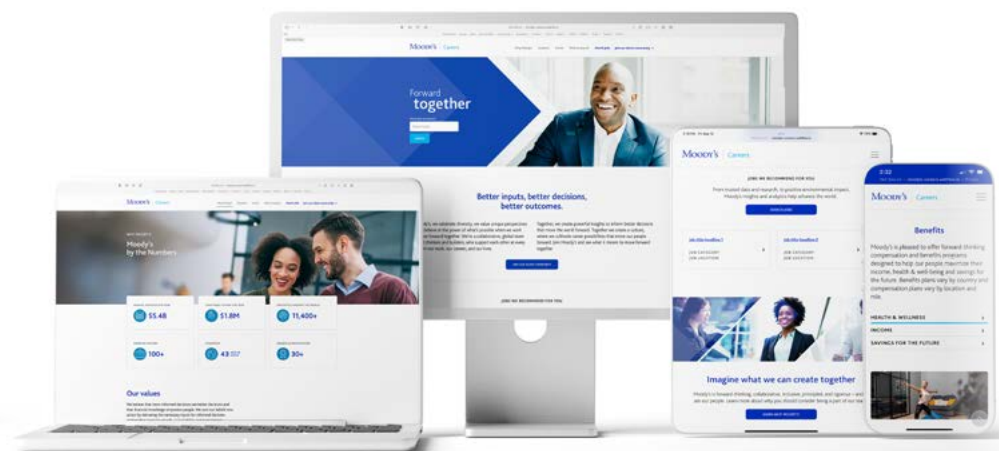
Moody's Credit Forum logo

An identity was created for an exclusive forum, where a select group of senior investors and thought leaders are invited to meet on a quarterly basis. Gold bars are used to both show individuals gathering as well as an escalating bar chart.



Moody's Corporate Social Responsibility website

Previously designed in 2018, the site was redesigned in Webflow to be aligned with the "One Moody's" aesthetic and messaging. Design and development, which includes CMS integration, image selection and copy editing, was independently completed within a week in December 2021.



Moody's Careers website

I collaborated with the Talent Acquisition team and Symphony, a full-service digital marketing agency, to refresh our Careers site with "One Moody's" messaging and the new "Forward Together" employer value proposition. In 2021, I developed the redesign in Webflow and worked closely with the Symphony team on content creation, accessibility standards, SEO-optimization and seamless responsiveness.

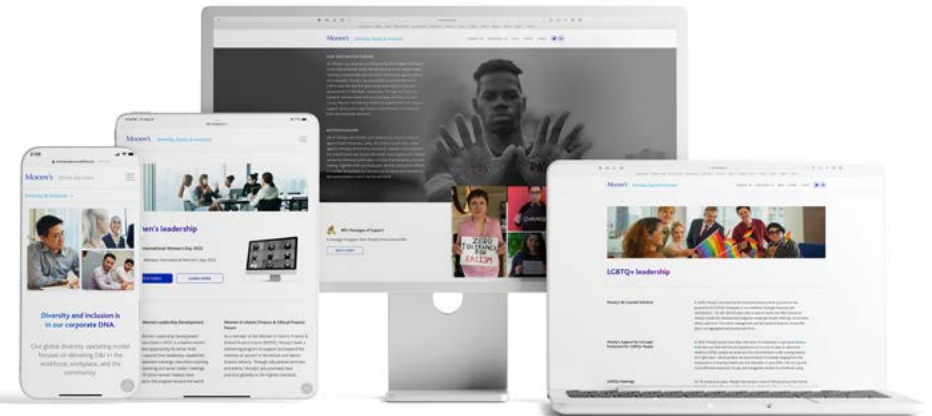
Moody's CORE website

Designed a one-page Webflow site as part of a 360 marketing campaign to promote Moody's CORE, a program that addresses wealth gaps in underserved communities via CDFIs and MDIs.



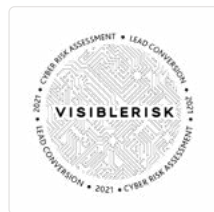
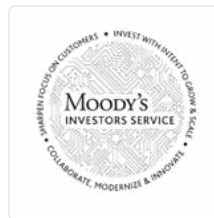
Moody's Diversity, Equity & Inclusion website

I worked closely with the Chief Diversity Officer to revamp the DE&I site in Webflow with CMS integration, enhanced and inclusive imagery, user-friendly layout, and "One Moody's" branding.



MIS x VisibleRisk coin

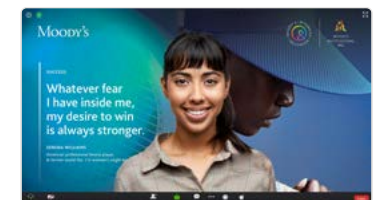
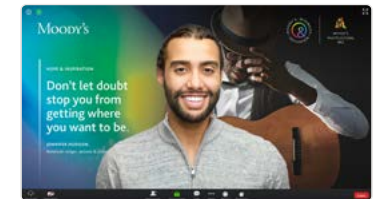
A coin was made to commemorate the completion of a \$25 million investment in VisibleRisk, a joint venture established in 2019 by Moody's and Team8 to evaluate enterprise cyber risk.



CEO Ray McDaniel retirement gift

I was handpicked by Mark Kaye, the Chief Financial Officer, to create a personalized plane ticket for Ray McDaniel, the President and Chief Executive Officer who was retiring after nearly 34 years of service to Moody's.



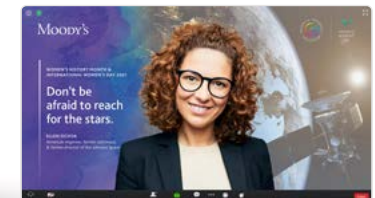
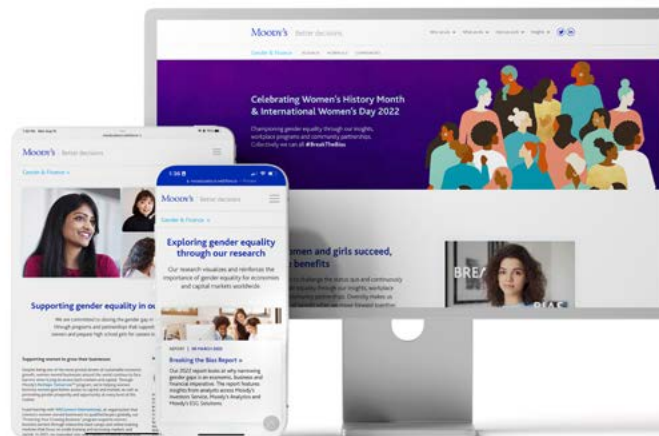


Black History Month 2020 & 2021

A series of typographic posters that celebrate past, present and future figures who exemplify Black Excellence in America; a newsletter designed for the Black Impact Group, focusing on the spirit of community (*top right*); celebratory Zoom backgrounds with quotes

International Women's Day / Women's History Month 2021 & 2022

The Moody's Gender & Finance microsite designed in Webflow, featuring research, events and resources dedicated to gender equality; a weekly newsletter designed for the Women's BRG; inspirational Zoom background with quotes from prolific women across the globe (*bottom right*)

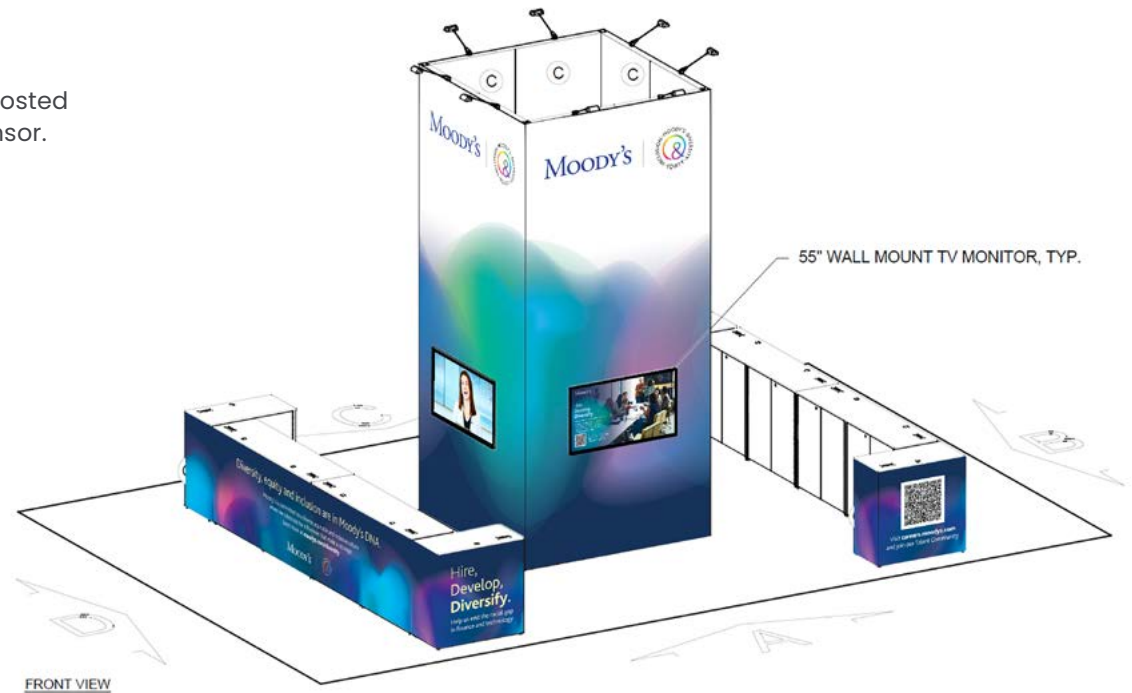




Moody's x Association of Latino Professionals for America (ALPFA) Convention 2022

Experiential designs for the ALPFA Conference 2022, which was hosted in Orlando, Florida, in August 2022 with Moody's as the lead sponsor.

PICTURED: Press wall with pull-up banners (*top*); 5x7 postcard with table-top signage (*bottom*); schematic of booth design (*right*)



Citigroup

digital design
experiential design
print & editorial design
web / UI design & development

The fourth largest financial institution in the United States, Citigroup is a multinational investment bank and financial services corporation headquartered in New York City's Tribeca neighborhood. As a Junior Graphic Designer on the Citi Business Communications (CBC) team, I closely worked with the Senior Designer on a cross-functional team to develop a range of marketing collateral for Citi's global lines of business. These assets included slipsheets, brochures, booklets, posters, presentations, emails, and web layouts. For nearly two years, I was successful in elevating the Citi brand by producing dynamic infographics, photo composites, concept prototyping, and internal-facing digital content.

2015 Citi Annual Report

The award-winning 2015 Citi Annual Report emphasizes the renaissance that took place at Citi's headquarters. The renovation project, which started in 2015, is the largest private sector single-occupancy renovation in New York City history, underscoring Citi's commitment to lower Manhattan by utilizing sustainable design and energy efficiency.

PICTURED: Cover and spread (*top*); spread and alternate cover designs (*bottom*)





Citi Treasury and Trade Solutions print collateral

As the youngest member of the team, I advocated pushing the Citi brand standards to create vibrant, on-trend printed brochures and infographics, particularly for the Treasury and Trade Solutions line of business. As a result, our team was able to increase client awareness and drive in-house marketing demand instead of outsourcing to vendors.

PICTURED: (clockwise) "Shared Service Centers in Latin America" brochure; cover and interior of "Energy Industry Perspective" brochure; Citi Global Trade thank you card with Starbucks gift card; Citi Supplier Finance infographic brochure; "Taking Tax into a New Era" gatefold brochure; "United States Country Profile for Corporate and Institutional Clients" brochure





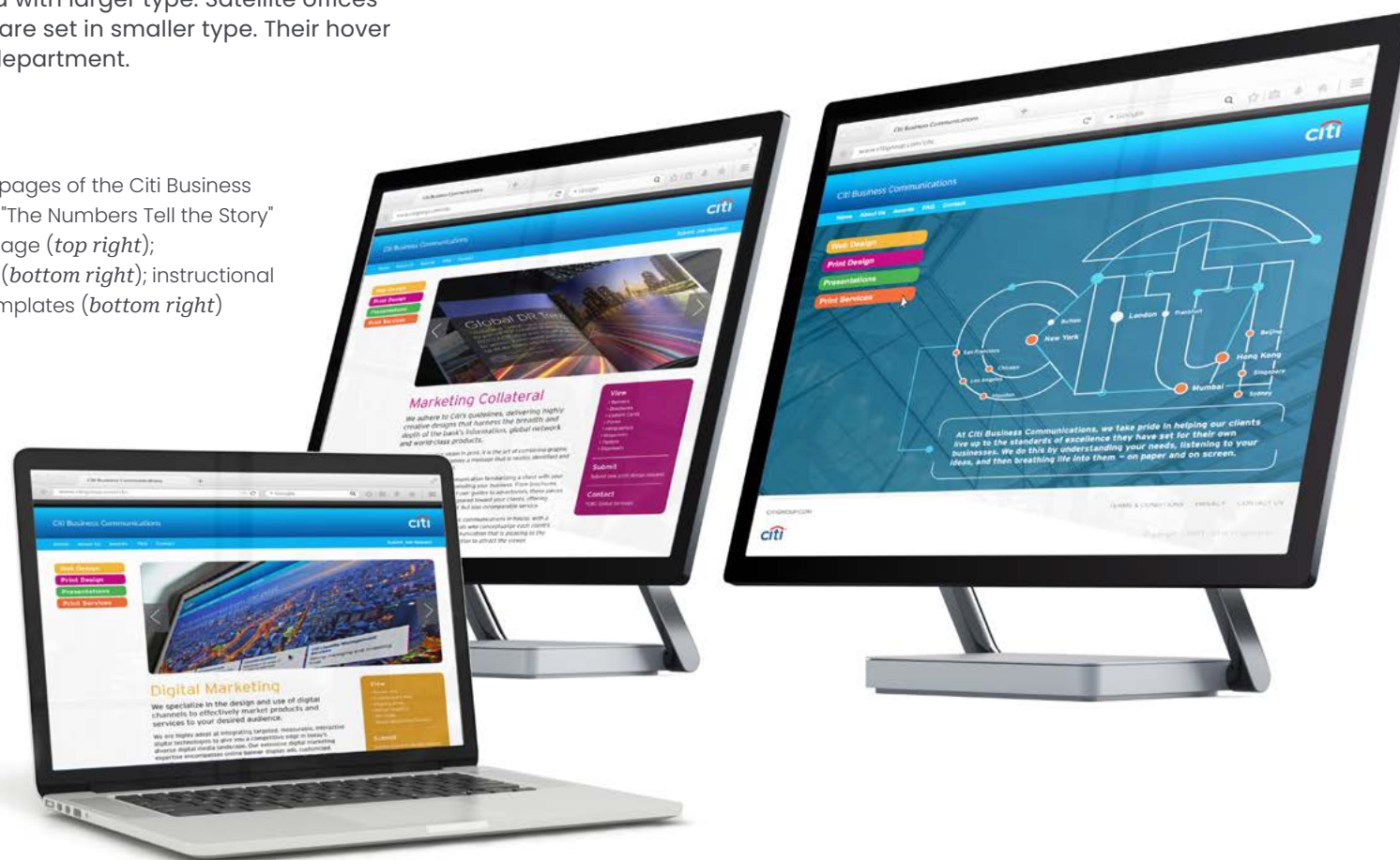
Citi Business Communications website

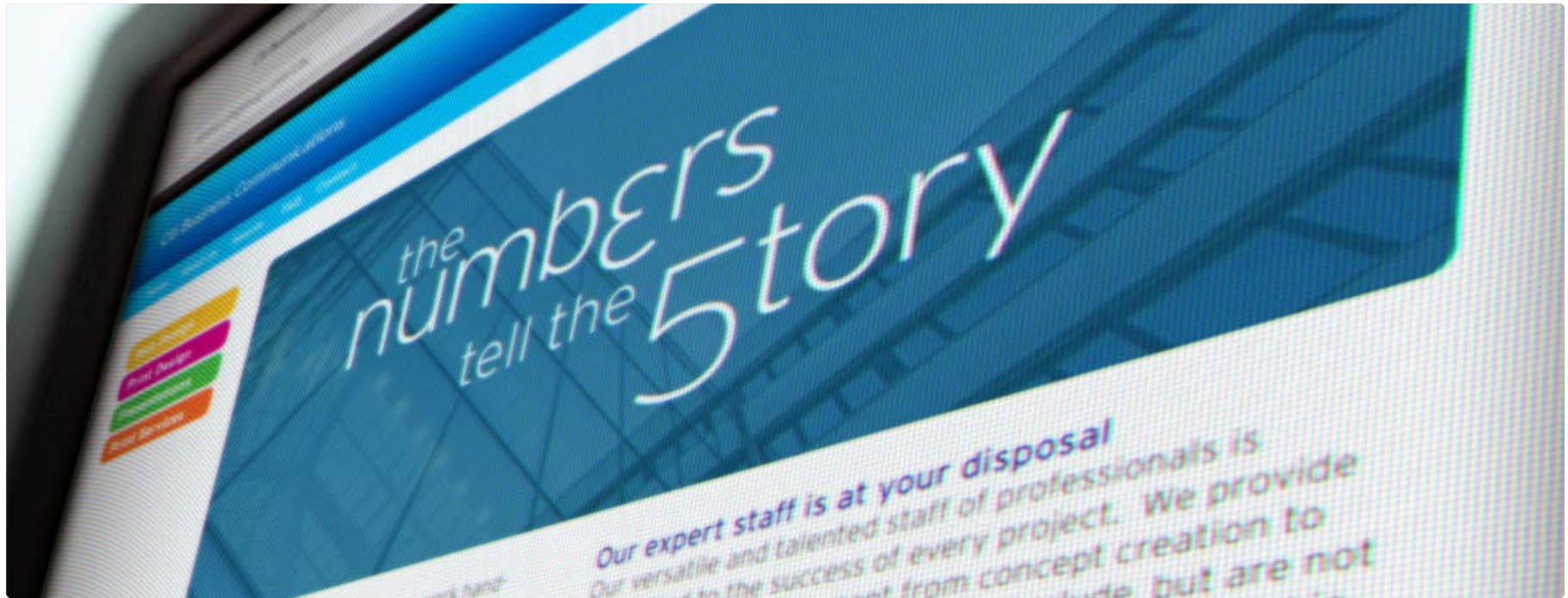
The newly-designed Citi Business Communications website is a colorful, responsive creative portfolio showcasing CBC's global capabilities in four areas of expertise: Web Design, Print Design, Presentations, and Print Services. On the home page, there is a large technical drawing of the Citi logo. Highlighting the global network of the Citi Business Communications department, this logo changes dynamically per the user's interaction with the subnavigation. The cities appear in white as their default state.

The four central CBC offices (New York, London, Mumbai, and Hong Kong) are emphasized with larger type. Satellite offices (Chicago, Los Angeles, etc) are set in smaller type. Their hover states are color-coded by department.

PICTURED: Home page and subpages of the Citi Business Communications website (*left*); "The Numbers Tell the Story" animation on the About Us subpage (*top right*); email promotion for the website (*bottom right*); instructional guide for Photoshop mockup templates (*bottom right*)

For most of 2015, I quickly became a key player in the conceptualization, development, and marketing of the revamped Citi Business Communications website. I took the initiative to independently create a site map and style guide for the web developers, 35 original Photoshop mockup templates for content creation, and over 275 original photorealistic images, which displayed the best of Citi's award-winning marketing materials of the past 15 years.







Citi Holiday eCard 2016

Animated 30-second eCard distributed globally in English, Portuguese, and Spanish versions

Citi x Federación Latinoamericana de Bancos (FELABAN) Conference 2016

Pull-up banners for the FELABAN Conference 2016 in Buenos Aires, Argentina



Merced Atelier

Art + Design Portfolio

*Experimentation is
the quest for answers.*

— Paul Rand

Freelance.

2

apparel design
branding & identity
digital design

interior design
painting & illustration
print & editorial design

Mise En Place brand identity

During the summer of 2023, I collaborated with Eileen Gaughan on developing a brand identity and stationery for her new cookware store in Rockland, Maine. The brand system evokes culinary elegance blended with the coastal charm of New England. The cutting board logo is playful take on the French-inspired name. Modern sophistication is evoked with a natural forest green, a vibrant orange and bronze metal accents. Coastal visual elements are in the use of subtle patterns.



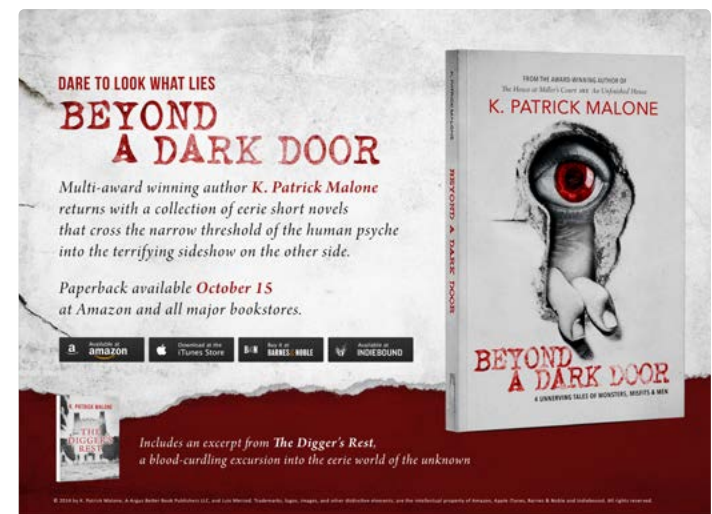
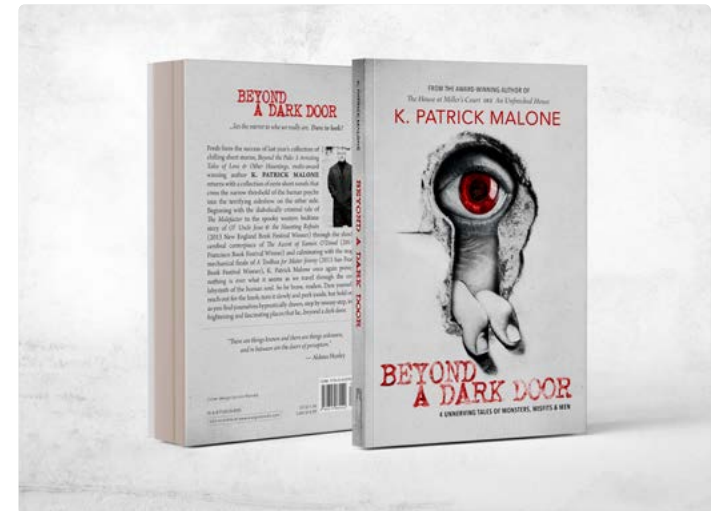


Theodule wedding invitation suite

I coordinated with three print vendors to develop a classic and sophisticated invitation suite with a heather gray and blush color palette, featuring serif and script typography. The suite includes A7 invitation envelopes and A1 RSVP envelopes in 100% cotton heather gray, secured with charcoal gray belly bands and a white monogram. Invitations and RSVP cards were printed on 100# white matte stock with rose gold foil accents, while the reception card features semi-gloss stock with rose gold foil detailing.

Beyond a Dark Door book cover

For his 2014 installment in his horror anthology, award-winning author K. Patrick Malone requested a fresh approach for his book cover, a formal departure from his former series of cover designs. With shades of gray and a bold use of blood red, this haunting “eye-in-the-keyhole” illustration introduces the terror that spans from the book’s beginning to its riveting conclusion.





Kingly Empire apparel

Sean Grant needed a new identity and shirt line for his clothing line Kingly Empire, which is inspired by early 2000's streetwear and grunge. The aesthetic is distressed, gritty and undoubtedly urban. These designs incorporate several faded textures and patterns with uneven, cut out edges.

Entitled the *Court Painter* series, this shirt line with accompanying hat style offers five different styles: Your Highness, Regality, City Roots, Put 'Em Up!, and Royal Painter.



Chemistry Council of New Jersey (CCNJ) booklet covers

I collaborated with Elvin Montero, the Director of Communications for the Chemistry Council of New Jersey, to create signature designs for their annual spring conferences from 2013 to 2016. To mark years of excellence and progress in manufacturing in the business of chemistry, I explored how to best visualize the themes of metalworking and foundational principles of chemistry.



Art for Kenneth Smith

Incorporating travel memories and local influences into decor, I developed design concepts — including wall colors, flooring, furniture and custom art pieces — for Kenneth Smith's Fort Lauderdale homes. For decor such as key accent pieces, I implemented textures and colors that add a South Florida flair.

PICTURED: Gran Canalasso, a custom canvas print triptych based on my travel photo of Venice's Grand Canal (*top right*); Serpentine, 24x36" print of my photo of the Ohio River in Southern Indiana (*bottom right*)



*Every artist dips his brush
into his own soul and paints
his nature into his pictures.*

— Henry Ward Beecher

Studio.

3



PICTURED: *(clockwise)*

Male Model 1208 - Stare, charcoal, 18x24"

Last Fall, oil on canvas, 24x36"

Dark Forest, oil on canvas, 24x36"

Female Model 03 - Pedestal, charcoal, 18x24"

Male Model 02 - Adonis at Rest, 18x24"

Female Model 04 - Armchair, charcoal, 18x24"





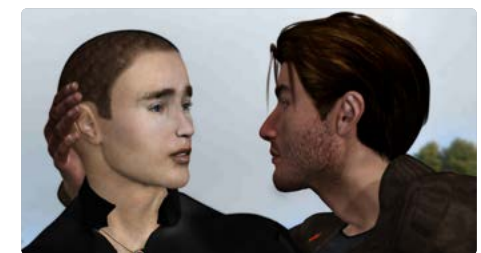
The Pursuit of Happiness exhibition

I explored the relationship between fine art and contemporary graphic design. This studio work delves into how creatives add social commentary on the world through graphic design similarly to the the great masters of various art movements. Using three classic paintings to draw visual and contextual parallels between past and present, I asked the viewer to consider sociohistorical comparisons.

Using 3D models, digital painting and typographic posters, there is a focus on women, racial minorities, and the LGBTQ+ community in their fight for equality. Prints were framed and exhibited in a Salon-style display.

Luis Merced

because i am a woman.
i must make unusual efforts to
succeed.
if i fail, no one will say,
'she doesn't have



when I was in the
military, they gave me
a medal for killing
two men
but a discharge
for loving one.

RU Green limited collection

There was an opportunity to promote a joint venture between the Rutgers Sustainability Program and RecycleMania, a campus-wide initiative created to improve the university's recycling and sustainability habits. I created a limited collection of distressed shirt designs using assets from Rutgers' new identity system. Available in nine colors, RU Green offers three unique styles: Electric Storm, R4 and Grunge Tree.



Electric Storm

Blackout
Cyclone Blue
Royal Shock



R4

Scarlet Red
Faded Ivory
Charcoal



Grunge Tree

Rust Orange
Forest Green
Sandstone





4

Recommendations.

I always looked forward to every project he brought me on and really enjoyed seeing his process. Also, with all of the busy pitches that were going on, he would also find time to check in on me and see how I was doing and he was always encouraging every step of the pitch process.

**Ashley Siddiqui**

Art Director
Publicis Groupe

His unique creative talent and truly impressive technical ability make him an exceptional team member. Luis is a natural collaborator, works well under pressure with a sense of enthusiasm. His abilities far outshine most in his field.

**Carla Magazino**

Senior Graphic Designer
Citigroup

Luis is an incredible business partner who listens carefully to the needs of his business partners and seamlessly creates flawless visual messaging that is modern, practical and targeted to the intended audience. His excellent work speaks for itself!

**Mark Kaye**

Chief Financial Officer
Moody's Corporation

Luis worked hard to make my vision for my entire wedding invitation suite come to fruition but he also made creative suggestions that perfectly tied all elements together. He has a very keen eye for detail and thrives for excellence.

**Jessica Theodule**

Quantative Researcher
Twitter

My most recent work with Luis resulted in not only a clean, professional text edit, but also an absolutely stunning cover exhibiting an uncanny knack for the visual well beyond what I had envisioned myself. I believe Luis can do anything he puts his mind to.

**K. Patrick Malone**

Author
A-Argus Books



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