



Mercedes Palmer
Lead Designer

StudioDotMDesign@gmail.com
StudioDotM.com

EDUCATION

Pennsylvania College of Technology

November 2015

12-week online course with issued certificate in Web Development HTML/CSS

Shippensburg University of Pennsylvania

May 2014

Bachelor of Fine Arts in Graphic Design & Concentrated Design Studies

SKILLS

Print/Digital Collateral
Website Design
Social Graphics
Layout
Logos
Photography
Photo Retouching
Video Editing
Video Creation

TOOLS

Adobe Creative Suite
Adobe XD
Canva
Notion

EXPERIENCE

Berkshire Hathaway HomeServices Homesale Realty | Lead Designer

January 2017- Present

- Responsible for high-level creative development and execution of complex digital/print projects that align with the company's overall design aesthetic.
- Takes the lead on creative strategy in team meetings while mentoring & coaching team members through design principles.
- Creates and maintains graphics to be used across multiple platforms, including print, web, and digital media.

Studio.M | Owner & Design Consultant

July 2016 - Present

- Designing brand strategy and marketing collateral for clients.

RoomMates, a division of York Wallcoverings | Graphic Designer

February 2015 - July 2016

- Created new product layouts and product packaging for licensed and non-licensed art.
- Communicated with licensing companies such as Disney, Nickelodeon, Pottery Barn, and several other companies to interpret their style guide specifications to properly design cover artwork and packaging.
- Utilized ICC color profiles, color matching, and pre-press coloring to ensure that color consistency was maintained throughout each project.