

YEHUDI MERCADO

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ART DIRECTOR / WRITER

ACCOMPLISHED ACROSS ANIMATION, GAMES, TOYS & COMIC BOOKS

Franchise Development • Multi-channel Storytelling • Prolific Creative Force

Award winning Writer / Art Director / Illustrator with 20 years experience working in animation, games and comic books. Projects range from Marvel branded toys-to-life experiences and mobile games, to direct-to-video animated series and music videos. Known as a prolific creative force with the ability to take a concept from script to final render. Recognized as a true professional in the industry; highly reliable with a strong business acumen. Worked with brands like Marvel Avengers, Star Wars, Disney Princesses and Marvel Guardians of the Galaxy, and an entire slate of original creator-owned comics and graphic novels.

Core Competencies:

Storyboarding – Character Animation – Game Design – Flash Animation – Motion Graphics – After Effects – Video Production Concept Development/Design – Illustration – User Interface (UI) Design – Digital Illustration – User Experience – Story – Multi-channel Asset Development – Team Management of >30 Animators – Remote Teams (China, Australia & Canada) – Staunch Advocate for Creative/Art Teams – Rapid Development and Ideation

Professional Experience:

Art Director • The Walt Disney Company

2012 – present

Managed a small onsite art team in creating style guides, storyboards and concepts.

Projects included:

- **Untitled Star Wars Augmented Reality Game (IOS):** Art Director in charge of character design, storyboards, UI design, environment concepts and animation supervision.
- **Marvel Avengers Playmation (IOS and Android) Toys-to-life project:** Art Director in charge of style guide, marketing materials, UI design, character design, environment layout and animation supervision for the companion app.
- **Star Wars Commander (IOS):** Concept art, character design.
- **Marvel Guardians of the Galaxy: The Universal Weapon Mobile Game (IOS, Android and PC)** Midcore battle game: Art Director and Cowriter in charge of character design, background design, supervision, animator and UI design.
- **Marvel Avengers Alliance RPG (IOS):** Animator. **Star Wars Pop Trivia (IOS):** Art Director.

Key highlights and contributions:

Marvel 'Guardians of the Galaxy' Mobile Game:

Played an instrumental role in winning the project. Tapped to create pitch deck; led full color art, concepting and character design. Wore multiple hats. Concurrently performed the role of 4 (storyboarding, animation, writing and background design). Personally created the base animations for all the characters. Developed an animation machine in Adobe flash to streamline process. Went above and beyond to drive customer excitement for new product by creating a comic book that could be read between played sessions, developing both the game and a 50-page game comic book. Shipped title on time across all platforms.

Marvel 'Avengers Playmation' Toys-to-life Project:

Played an integral role in helping to bring a pioneering idea to life, and to the market. Brought in during late stages of the project to reduce budget overspending and guide team on how to make an interactive product.

Awards:

National Parenting Publications Award Gold Winner for Playmation Marvel Avengers.

Creative Excellence Award Disney Interactive for Guardians of the Galaxy: The Universal Weapon Mobile Game.

Top Android Games of the Year for Guardians of the Galaxy: The Universal Weapon Mobile Game.

Projects included:

- **Sci-Fu** (2017) Oni Press. *Creator Owned. Writer-Illustrator for the upcoming all-ages ongoing comic series.
- **Uncle Grandpa** (2015/2016) Boom! Studios/ Cartoon Network. Writer-Illustrator Mini Stories / Cover Artist
- **Rick and Morty** (2015) Oni Press. Cover Artist.
- **The Amazing World of Gumball** (2015/2016) Boom! Studios / Cartoon Network. Writer-Illustrator of the Fake Advertisements.
- **Rocket Salvage** (2015) Boom! Studios *Creator Owned. Writer for the six-issue mini-series.
- **The Nine Lives of Garfield** (2015) Boom! Studios/ Paws, Inc. Illustrator for Mini Story.
- **Pantalones, TX** (2014) Boom! Studios *Creator Owned. Writer-Illustrator for the all-ages graphic novel. Winner of the Maverick Award from the Texas Library Association.
- **Buffalo Speedway** (2010/2013) Devastator Press. *Creator Owned. Writer-Illustrator for a graphic novel. Based on my screenplay, which won the Final Draft Big Break Competition.
- **Monster Job Hunter** (2010) Short Film. Writer-Director of the award-winning short film. Official selection Fantastic Fest.

Awards:

Maverick Award from the Texas Library Association for Pantalones, TX.

2nd Place Final Draft Big Break Screenwriting competition for Buffalo Speedway.

Dragon*Con Best Comedy Short for Monster Job Hunter.

Senior Artist •Electronic Arts / Pogo

2008 – 2011

Managed a small Art Team in the development of social and casual games. Played an instrumental role in supporting company's technology transition to the newer web-based and social games. Ensured all assets resolution-independent.

Projects included:

- **Poppit Sprint (Social):** Lead Artist, Character Designer, Storyboarder and Animator.
- **Puck's Peak (Social):** Lead Artist, Character Designer, Storyboarder and Animator.
- **Sorry! Safari (Social):** Hasbro. Lead Artist, Character Designer, Storyboarder and Animator.
- **Pictureka: Museum Mayhem (Social)** Hasbro: Lead Artist, Character Designer, Storyboarder and Animator.

Creative Director / Owner •HorseBack Salad Animation

2001 – 2008

Founded Texas-based animation production and design firm. Named "Best Little Toon House in Texas" by Animation Magazine. Managed 30 onsite artists and overseas staff in Canada and Australia. Hands-on involved in all aspects of projects.

- **The Trevor Romain Series (PBS):** Developed 8 episodes based on the best selling self-help children's books by writer-illustrator Trevor Romain. Co-writer and Animation Director.
- **Separate Vacations (short film):** Animated an award winning short film. Official selection SXSW. Animation Director.
- **Question Authority (Interactive PreShow Experience):** Alamo Drafthouse. Art Director, Animator and UI Designer.
- **I Feel Fine (music video)** Riddlin' Kids and Columbia Records. Animation Director.
- **Baby Doll (music video)** Pat Green: Animation Director. Rain (music video) Patty Griffin: Animation Director.

Awards:

Official Selection SXSW for Separate Vacations animated short.

Aurora Award for Trevor Romain Show animated series.

Telly Award for Trevor Romain Show animated series.

Earlier engagement: Senior Concept artist at Sapient (Human Code)

Held various roles as Character Designer, Storyboarder, Writer and/or Art Director for Edutainment and other commercial games.

Awards: Named Top 30 Multimedia Stars Under 30, Texas Monthly Magazine

education: Bachelor of Fine Arts, University of Texas at Austin •technical skills: Adobe Creative Suite, SketchUp, FinalCut