



# KYLA MERCADO

## ILLUSTRATOR / STORY ARTIST

[WWW.THEARTOFKYLAMERCADO.COM](http://WWW.THEARTOFKYLAMERCADO.COM)

### CONTACT

kgmercado@gmail.com

Instagram: kairagna

LinkedIn: Kyla Mercado

Glendale, CA

### SKILLS

Storyboarding

Illustration

Gesture Drawing

Editing

### SOFTWARE

Photoshop

Storyboard Pro

Adobe Premiere

Adobe Aftereffects

Procreate

Google Suite

Microsoft Office

PC/Mac

Wacom

### ACTIVE MEMBERSHIPS

ASIFA Hollywood

LatinX in Animation

Women in Animation

## EXPERIENCE

### Freelance Artist, Glendale, CA — 2020-current

- Content creator of online story posts and videos on social media for promotional events and illustrative content.
- Planned and attended at vendor events as an independent art seller for personal small business; Created original art prints and stickers.
- Brainstormed and researched internet market for inspiration and current trends for future online content and further design exploration.

### Director, Woodbury University, Burbank, CA — 2018-2019

- Director of a short animated student film utilizing Storyboard Pro, Harmony, and AfterEffects.
- Developed and pitched storyboards and animatics. Created concept art during pre-production phase of project.

### Art Sales Assistant/Representative, Anaheim, CA - 2018 & 2019

- Maximized art sales by maintaining the best representation of the artists' products on display and tracking inventory production and sales.
- Communicated with event guests about product details and about the artists; Supported artists with commission delivery and providing service.

### Food Prep Worker, Paper Rice, Pasadena, CA — 2021-current

- Resolved cashier transactions, while attending to guests in-store and through phone; Increased restaurant satisfaction by responding quickly to customer and employee concerns.
- Supervised and mentored new employees through restaurant training (food prep, addressing food and safety, etc.).
- Revamped protocol for handling inventory by consolidating product usage; Briefed manager about any restaurant updates.

## ACTIVITIES

- ASIFA Volunteer, 2019-current (CTN & DesignerCon, 2023)
- Siggraph Convention, 2019 - Student Volunteer
- WonderCon Anaheim, March 2018 & 2019 - Sales Rep/Volunteer

## EDUCATION

**Pasadena City College** - Pasadena, CA - Graphic Design AA, 2023-current

**Andy Cung Storyboard Course** - Fully Online, 2022-current

**Concept Design Academy** - Pasadena, CA - Storyboarding, 2020-2022

**Woodbury University, Burbank, CA** - BFA Animation, 2017-2019