

Alexander Mercado, Art Director
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www.book650.com

(Summary)

I am an Art Director and Creative Producer focused on the influence of lived cultural experiences on contemporary sensory aesthetics. My professional experiences have provided me with interdisciplinary skills and sensibilities in design, audiovisual production, strategy, and experiential installations.

(Full Time Experience)

BonTemps©

Creative Director / February 2024 - Present

Focusing on the production of audiovisual experiences that reflect the values and aspirations of our clients. My role centers on crafting a distinctive brand identity and strategic vision that empower our clients and resonate with modern media aesthetics.

Suite650

Founder, Creative Director / August 2020 - April 2024

Established Suite650 as a versatile space that served as an exhibition area, production facility, and creative studio. I led the development of comprehensive creative services, including audiovisual production, spatial design, and fabrication. The studio became a cornerstone in Austin's creative scene, known for its dynamic approach to integrating artistic and commercial projects.

Open Influence

Art Director, Strategist / June 2017 - May 2020

At Open Influence, I led the development of creative strategies and innovative cross-platform concepts, attracting major clients such as AT&T, Paramount Pictures, and Hyundai. My role focused on crafting impactful presentations and strategic campaigns that resonated culturally and enhanced engagement.

(Services and Skills)

Spatial Design, Commercial Production, Installations, Event Production, Project Management, Content Strategy, Adobe Creative Suite, Figma, Keynote, Webflow, 3D Design, Motion Graphics, UI/UX, Interaction, Brand Identity, Presentation

(Education)

London Film Academy — Video Production

January 2019 - January 2020

University of Texas at Austin — Bachelor of Science Advertising,

August 2014 - May 2018