

# JERRY MEJÍA

CREATIVE LEAD

📍 SAN FRANCISCO, CA

📞 Represented by Creative Circle (415)615-9999

## HELLO!

Spending the last 6 years of my career in a start-up environment, I've worn every hat imaginable, from social media management and interior design to pitch decks and vendor relations - helping it grow from a small team to a multi-million dollar VC-funded enterprise. With my keen eye in virtually all creative avenues and my acuity for the technical details, I'm confident I'll be a well-rounded, creative asset to your team.

At my last position as Design Director, I was responsible for creating and cultivating a respected brand that was inline with the modern values of our client-base, designing experiences that were intuitive, innovative and beautiful. Workshop Cafe has been featured in the launch of the very first Apple Watch, featured in the New York Times, and has been on the front page of the SF Chronicle. Apple doesn't simply throw their support behind any brand, so it was clear we were onto creating something truly special. With this in mind, I continued pushing our design program to be approachable yet boldly forward-thinking.

Aside brand-building in all its complexity, I have a rich history in getting down to the nitty-gritty details. As a trained industrial designer from the renowned Parsons School of Design in New York City, I'm very familiar with looking at things at a micro scale, being able to identify and understand the moving parts in any project. Whether at Workshop Cafe, where I was responsible for managing the design, furnishing, and opening of our million-dollar flagship store, or overseeing a half-million dollar lighting project for a prominent socialite's residence, I'm confident I can deliver projects at any scale on time and with the utmost quality.

My career's trajectory has exposed me to the many facets of both business and design, and I feel very lucky to have garnered a diverse arsenal of skills in problem-solving. I would love to discuss further my qualifications with you as well as how I can bring more value to your company as a creative thinker and leader.

Thank you,

Jerry Mejía

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## EXPERIENCE

### WORKSHOP CAFE

JUNE 2013 – NOV 2018

#### Design Director

Responsible for creative direction, UI/UX, and on-sight management of the hybrid cafe-workspace company.

- ✦ Designed and interfaced with developers to create Workshop's app (used by 1000 customers/day).
- ✦ Lead design direction, budgeting, production and furnishing of flagship store, a project exceeding \$1,000,000.
- ✦ Lead internal and consumer-facing needs, from in-store playlists to social media presence.
- ✦ Designed and hand-produced spacial upgrades to both brick-and-mortar Workshop locations, increasing seat density and daily revenue.
- ✦ Oversaw design team to stay within brand needs and identity.
- ✦ Created Workshop's Brand Identity, and ensured all materials were being used appropriately.

### NULUX

AUG 2010 – APR 2013

#### Design Engineer

Nulux is an industry leader in design and production of luxury architectural lighting products. Notable clients include MoMA, Metropolitan Museum of Art, Prada Soho, Louis Vuitton, DKNY and Chanel.

- ✦ Oversaw technical drawings for the manufacturing of new product lines.
- ✦ Managed productions collectively exceeding a worth of over \$500k.
- ✦ Daily interfaced with clients to ensure project budget and timeline needs.
- ✦ Lead QA on production and on-site installation needs.

### PARSONS SCHOOL OF DESIGN

AUG 2010 – DEC 2012

#### Instructor

Taught product design students industry software. Primary responsibilities included curriculum development, project critiques and guidance throughout the semester.

## EDUCATION

### BACHELORS OF ARTS

#### Product Design

### PARSONS SCHOOL OF DESIGN

2006 - 2010

### IDEO U

#### Certification Program

### LEADING FOR CREATIVITY

2017

## AT A GLANCE

PHOTOSHOP

ILLUSTRATOR

INDESIGN

MICROSOFT OFFICE SUITE

SKETCHUP

SOLIDWORKS

SPANISH, ENGLISH

## PUBLISHED

### MATERIAL INNOVATION

#### Product Design

BY THAMES & HUDSON (2014)

### ARCHITECTURAL DIGEST MAGAZINE

### INTERIOR DESIGN MAGAZINE

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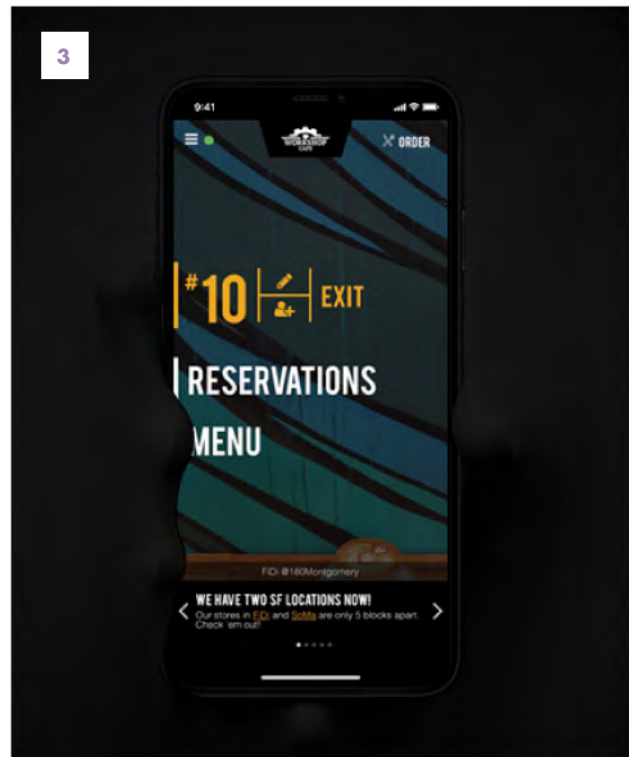
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WORKSHOP CAFE  
Design Director

**1** | Interior creative direction and full interior furnishing **2** | Custom art for website rebrand **3** | Full app redesign - visual design, UI/UX, project management



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**1 |** Highly technical product design and technical documentation **2 |** Exterior visuals of product and high-end interior spaces using our exclusive line of products

