

JERSSON MENDEZ

Senior Visual & Systems Designer

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PROFESSIONAL SUMMARY

Senior Visual & Multimedia Designer with 8+ years building scalable design systems for enterprise campaigns, e-commerce, and motion production. Reached 3–4M recipients per deployment and delivered award-winning work generating \$40K CAD in product sales. Proven leader in cross-functional delivery across global enterprise accounts (Accenture) and Toronto-based production environments (Merchco Inc.).

KEY ACHIEVEMENTS

- Engineered email systems deployed to 3–4M recipients across 4 languages (EN, PT, DE, ES)
- \$40K award-winning campaign (Canada's Best Design 2024)
- Significant production time reduction via modular design systems
- Led campaigns across 4 languages (EN, PT, DE, ES)
- Mentored junior designers across enterprise accounts

CORE COMPETENCIES

- Design Systems & Component Libraries
- Motion Graphics & Video Production
- HTML/CSS Email Systems & Responsive Design
- UI/UX Design — Figma, Adobe XD, Sketch
- Salesforce Marketing Cloud, AMPScript, Klaviyo
- Adobe Creative Suite — Ps, Ai, Id, Ae, Pr
- Shopify Architecture, Webflow, WordPress
- A/B Testing, UTM Tracking, Data-Driven Design

PROFESSIONAL EXPERIENCE

MERCHCO INC. Toronto, ON

Senior Digital & Multimedia Designer *Aug 2023 – Present*

- Led full e-commerce migration from DecoNetwork to Shopify, consolidating 3+ functional websites into a unified, scalable Shopify ecosystem that streamlined order management and reduced operational friction across the business.
- Architected an integrated Shopify infrastructure, deploying automation for shipping logic, dynamic pricing, inventory sync, and third-party app integrations enabling end-to-end commerce operations without manual intervention.
- Designed and built 3 separate Shopify storefronts (core brand, wholesale, and production-facing), each tailored to different user journeys while maintaining a consistent brand and operational backbone.
- Engineered HTML/CSS automated communication systems for quotations, transactional emails, and client-facing workflows reducing manual follow-up and improving response consistency.
- Designed Canada's Best Design & Screen Printing Award 2024 campaign concept, artwork, Pantone planning, packaging generating \$40K CAD in product sales.
- Led and mentored a team of designers, managing creative direction, quality control, and delivery across concurrent projects.
- Produced motion graphics and branded assets for showroom displays, digital marketing, and retail touchpoints, bridging visual identity with commercial strategy.
- Collaborated cross-functionally with sales, production, and leadership to align technical execution with business goals, ensuring the platform scaled with company growth.

ACCENTURE Bogotá, Colombia

Senior Multimedia Designer & Design Lead — Enterprise Accounts *Feb 2019 – Apr 2023*

- Engineered HTML/CSS/JavaScript email systems deployed to 3–4M recipients per cycle across 4 languages (EN, PT, DE, ES).
- Built modular email template systems, reducing production and localization time by 40% while maintaining global brand governance.
- Implemented dynamic content personalization using AMPScript and Salesforce Marketing Cloud (subscriber-level rendering, conditional logic, multilingual workflows).
- Contributed to Adobe Experience Manager (AEM) enterprise content systems for large-scale website and Help Centre deployments.
- Produced HTML5 animated ad units for Google Display Network formats supporting multi-market campaign launches.
- Structured UTM tracking models and A/B testing strategies to improve campaign performance measurement.
- Managed design production during high-demand cycles, mentoring junior designers and ensuring on-time delivery across concurrent accounts.

GRAN ESTACIÓN II SHOPPING MALL Bogotá, Colombia

Multimedia Designer *Dec 2017 – Feb 2019*

- Produced print, digital, and social design deliverables for seasonal campaigns using Figma, Sketch, and Adobe Creative Suite.
- Created end-to-end video production for product demos, event reels, and promotional campaigns.
- Developed motion graphics, GIF animations, and interactive social content aligned with seasonal campaign calendars.

EDUCATION

Diploma in Digital Design — Polytechnic of Colombia, Bogotá (2021)
Degree in Multimedia Production — SENA, Bogotá (2017)
Visual Arts Certificate — National Open and Distance University, Bogotá (2021)