

David Jan MERCADO

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skills

UX/ UI

Adobe XD, Illustrator, After Effects, Photoshop, InDesign, Sketch, InVision, Framer, Wireframing, Prototyping, Storyboarding, User Research, Contextual Inquiry

Development

HTML, CSS, Javascript (React), Processing, Python, C/ C++/ C#

3D

Unity, SketchUp, MagicaVoxel

Art

Sketching, Illustration, Watercolor and Oil Painting, Art Criticism

Languages

English (fluent)
Filipino (native)
French (intermediate)

conferences

Presenter

[2016] ACM CHI, San Jose, USA

Creative Head

[2014] The 3rd Philippine Conference on Research in CSR, Ortigas, PH

Co-organizer

[2014] User Experience Manilla (UXMNL), PH

Volunteer

[2017] Hello Tomorrow Global Summit, Paris
[2015] INTERACT, Bamberg, Germany
[2013] The 3rd Philippine Conference on Research in CSR, Manila, PH

Participant

[2018] Consumer Electronics Show (CES), Las Vegas, USA
[2014] UXHK, Hong-Kong, China ; I Love UX, Manila, PH

hobbies

art, ukulele, hiking

experience

UX Designer [Full-time] | Buildrz [sep. 2016 – present]

Manages the entire UX process from conception to development of the 3D web application used by real estate developers and city planners and the urban code editor used by urban engineers to transform city rules into machine-readable language. Designs the icon set, illustrations, animations, urban map with linear and graphical prescriptions, and marketing collaterals, among others. Also does front-end development on top of the design work.

UX Consultant [Freelance] | Fractal Analytics [sep. 2018 – present]

Provides UX and UI expertise for Eugenie.ai, an AI-based algorithmic suite that helps businesses detect anomalies that have bottomline impact. Sets the identity and direction of the product through sleek and smart UX applied to an artificial intelligence software.

Research Intern | Visualization and Advanced Interfaces Group

Laboratoire Traitement et Communication de l'Information (LTCI),

Joint Research Lab of Télécom ParisTech and CNRS [apr. 2015 – sep. 2015]

Worked on my thesis about the interaction between human and embodied agent in large displays. Supervised by Gilles Bailly and Catherine Pelachaud. The result has been published at CHI 2016, the most prestigious conference in Human-Computer Interaction research.

Junior Game Programmer | Gameloft Philippines, Inc. [sep. 2013 – apr. 2014]

Wrote and debugged code, integrated graphics, sound, and other network components and game modules. Worked on porting games from iOS to Freebox and updating existing iOS games.

Freelance Designer [may 2012 – aug. 2013]

Created logo designs, promotional posters, and graphic designs for various clients and prototyped web designs for different online stores.

Intern | University of Asia and the Pacific [apr. 2011 – apr. 2012]

Served as the Content and Design Creation Head and Website Administrator of WebCampus, the university's official online platform powered by Google Technologies.

education

Masters in Computer Science (Human-Computer Interaction Research) | mention Bien

Université Paris-Sud (France) | LabEx DigiCosme Merit Scholar [sep. 2014 – sep. 2015]

Bachelor of Science in Information Technology | cum laude

University of Asia and the Pacific (Philippines) | Merit Scholar [jun. 2008 – jun. 2012]

summer school

Short Course in Architecture – Modeling and Installation

The Bartlett School of Architecture, University College London (United Kingdom) [aug. 2015]

publications

Mercado, D. J., Bailly, G. and Pelachaud, C. 2016. "Hold my hand, baby": Understanding engagement through the illusion of touch between human and agent. In ACM CHI 2016 San Jose, CA, USA.

Mercado, D. J. 2016. The PEER framework of culture: Technological interventions in public spaces. In MAB 2016: Digital Placemaking. Sydney, Australia.

community involvement

Designer | Benita and Catalino Yap Foundation [jun. 2013 – dec. 2015]

Established the branding and identity of the departments under the organization, coordinated media activities and online presence, and volunteered at various events on social entrepreneurship and corporate social responsibility.

Global Design Ambassador | Interaction Design Foundation [nov. 2013 – mars 2015]

Worked locally in Manila while providing value to the global design community, fostered online engagement, and created ad banners for Facebook, Youtube, and Google Plus.