



SKILLS

Art & Design

- Art management, Vision Setting, Style Guides.
- Art, UI/UX Design (Adobe creative, Figma, Miro)
- Art Outsourcing
- Features design
- Art implementation

Managment & Art production

- People Management.
- Expertise with Agile and production tools (Jira, Confluence, Shortgrid, Trello).
- Mentoring, Coaching, Teaching.
- Team Building, Driving Engagement.
- Pipelines and workflows: prioritize, plan, and coordinate across multiple workstreams.
- Problem solver.
- Department strategy.

Languages

- English
- Spanish (Native)
- Catalan (Native)

EXPERIENCE



SCOPELY

Scopely 4 years 4 months - (Barcelona)

Senior Art Manager

- Yahtzee with Buddies game.
- Leading the Outsourcing Art production management for Yahtzee with Buddies. Managing internal and external artists coordinating and collaborating with creative disciplines and outsourcing needs with art vendors.
- Supervise and coordinate LiveOps content creation.
- Workflow, processes and specialized in Art production.
- Redefine internal art pipeline, art processes, assuring delivery
- Defining the Art Direction.
- Hiring and recruitment the Art and UI team for Yatzee with buddies.
- Art pipeline and department strategy
- Leading , mentoring and coordination the art team based in twelve artists.
- Cross teams daily communication, responsible for the alignment and task coordination across the team.

Associate Art Director

EDUCATION



King Full time 8 years 3 months - (Barcelona- Stockholm- Berlin)

Lead Artist (King Barcelona - Stockholm)

Projects:

- Art Lead in Candy Crush Soda Saga
- Art Lead in Diamond Diaries Saga

- Point of contact in Barcelona for Candy Crush Soda Art team.
- Cross-studio alignment/coordination (Barcelona- Stockholm). Responsible for the alignment and task coordination and delivery across the team: features, LiveOps and marketing.
- Art pipeline and department strategy
- Managing and coordinating art and UI resources across teams, ensuring seamless collaboration and consistent asset delivery for various project needs.
- Coaching and mentoring the Art/UI team, providing guidance and support to enhance skills, ensure high-quality output, and maintain a cohesive visual direction throughout the project.

Senior Artist (King Stockholm)

Projects:

- Senior Artist in Candy Crush Saga
- Senior Artist in Candy Crush Jelly Saga.
- Specialized in technical project areas.

- Conceptualizing and finalizing art assets such as: Illustrating background concepts, world map, and some UI elements for Candy Crush Saga bi-weekly episode releases. Involved from beginning concept stage to final art.
- User interface and UX skills.
- Live Ops in the Game. Mockups and technical implementation.
- Flash, Spine and own company softwares to make animations in Buttons, ambience effects, short character animations.
- Mentored and assisted junior artists through feedback and discussion.

Senior Artist (King Berlin)

Projects:

- Secondment for a 6 months as Senior Artist in Candy Crush Jelly.

- Coordination and art mentorship in the Visual development in Candy Crush Jelly during the transfer of the project from Stockholm to King Berlin studio .
- Specialized in technical development areas.



ESCOLA SUPERIOR DE DISSENY ESDI

Higher School of Design (Universitat Ramon Llull)

- Graphic Design
- (2001-2005)



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

UPC School (Universitat Politècnica de Catalunya)

- Master in Videogames, Design and Creation
- (2019-2010)

PASSIONS



Mercrominah

Build my own project.

123k followers in Instagram

I love comics: I published 3 books:

Traumitas (Penguin Random House)

Pandemiah (Planeta Comics)

La Estupidez (Siglo XXI)

For several years now, I have been teaching a series of workshops for adults where I like to encourage creativity through sketching.

www.mercrominah.com

- **Artist (King Barcelona)**

Projects:

- Game artist in Pappa Pear.
- Game artist in Diamond Digger.
- Senior Artist Bubble Witch 2
- Specialized in technical project areas.
- Illustrating background concepts, world map, and some UI elements.
- Involved from beginning concept stage to final art.
- User interface and UX needs.
- Flash, Spine and own company softwares to make animations in Buttons, ambience effects, short character animations.
- Mentored and assisted junior artists through feedback and discussion.



Digital Chocolate Full time 2 years 7 months - Barcelona

- **Technical Artist**

Projects:

- Game artist in Millionaire City.
- Game artist in New in Town.
- Game artist in Black Jack! Buzz
- Conceptualizing and finalizing art assets such as:
Illustrating background concepts, world map, and some UI elements for the game bi-weekly episode releases. Involved from beginning concept stage to final art.
- Specialized in game technical art : working and helping concept artist to implement assets in the game.



Diset S. A Full time 2 years 11 months - Barcelona

- **Graphic Designer - Illustrator**

- Graphic design packaging and product.
- Creative and concept toy designer for GOULA brand.
Working in innovation toys for kids.
- Illustrator for DISET products brand and games. Projects as Party and Co. Disney and other licenses.
- Working being part since the beginning in the creation of the product.



IMC Toys S. A Full time 3 years - Barcelona

- **Graphic Designer - Illustrator**

- Graphic design packaging and product.
- Creative and concept toy designer IMCTOYS brand.
- Toy production since the beginning. Working closely with China in the toy production process.
- Working in innovation toys for kids, R/C and interactive toys.
- I+ D area in the product working since the beginning in the toy design.
- Kept close communication with Licenses : Barbie, Spiderman, Disney, product managers, and everyone involved to ensure all project deadlines.

LECTURER EXPERIENCE

Throughout my professional career, I've always enjoyed supporting individuals who are developing their skills in disciplines closely related to mine. This passion for mentorship and knowledge-sharing has driven me to remain actively involved in education—teaching both adults and children on a variety of creative and technical topics.

My areas of expertise, which include (among others):

- Art,UI/UX Design in video games
- Digital art,production and creative direction adapted to new platforms.
- Graphic design, creativity, and new technologies
- Brand conceptualization: Strategies for building and enhancing personal branding in social media.
- Sketching, Visual thinking
- Comic



Master Advanced Programming for AAA Video Games - Universitat Politècnica de Catalunya (UPC)

- **Game Creation and Development (Different sessions delivered between 2014 to 2021).**

Delivered a masterclasses focused on Art inVideo Games, exploring the artistic principles and visual storytelling techniques that drive engaging game experiences. Guiding Students into the Video Game Industry: Creative Career Paths in Game Art, UI and UX.



Jornadas UX Scketching iterations 2018 - (UOC) Universitat Oberta de Catalunya

- **Fast Food Humor (MasterClass - 2018)** How to Unlock and Elevate Your Creative Potential



EINA- Centre University de Disseny i Art de Barcelona. Adscrit a la UAB.

- **Strategies to Enhance Your Creative Mindset (Masterclass - 2022):** How to Unlock and Elevate Your Creative Potential with a focus on strategic thinking and creative direction based on my own project: Mercrominah.



Barcelona School of Creativity

- **Brand Conceptualization (Masterclass 2024):** Led sessions on building strong, coherent brand identities—from ideation to execution—with a focus on strategic thinking and creative direction based on my own project: Mercrominah.
- **Strategies to Enhance Your Creative Mindset (Masterclass 2024):** How to Unlock and Elevate Your Creative Potential with a focus on strategic thinking and creative direction based on my own project: Mercrominah.