

Rubén Darío Mercado

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Results-driven leader with over 10 years experience directing global brand and creative strategies within cybersecurity and agency environments. Expert in stakeholder engagement, cross-functional team leadership, and creative operations that drive clarity, consistency, and measurable business impact.

LEADERSHIP HIGHLIGHTS AND RECOGNITIONS

- Optiv's Q1 2024 Company Hero Award for advancing brand strategy and cross-functional collaboration
- Led 10+ demand gen campaigns, aligning creative and content to boost lead quality
- Delivered experiential design for 12 annual corporate events, enhancing brand impact
- Managed visual branding for 50+ partners, ensuring consistency across co-marketing assets
- Built and led Optiv's first international design team, expanding global creative capacity

EXPERIENCE

Senior Art Director

August 2021 – March 2025

Optiv Security | Cyber Security Services | Denver, CO

- Led international design team supporting cybersecurity solutions across customer touchpoints, aligning with business goals and brand vision
- Acted as a strategic liaison between internal stakeholders and creative teams to ensure timely, high-quality execution of brand initiatives
- Developed and optimized project workflows, SLAs, and feedback loops to increase speed-to-market and operational efficiency
- Partnered cross-functionally with marketing, sales, and executive leadership to ensure creative outputs were aligned, measurable, and audience-relevant
- Directed the evolution of brand identity across digital, event, and partner platforms ensuring consistency in tone, voice, and visual systems
- Presented strategic creative solutions to executives, enhancing stakeholder trust and campaign effectiveness

Creative Director

November 2020 – August 2021

Samba Scientific | Life Sciences Marketing Agency | Longmont, CO

- Led a team of designers in developing visual stories for life sciences clients, recommending creative approaches to help deliver messaging
- Translated stakeholder goals into actionable creative briefs and project roadmaps, supporting campaigns for technical, regulated industries
- Managed stakeholder communication and feedback loops, improving execution quality and timeline adherence

Creative Director

November 2019 – October 2020

Swimlane | Cyber Security Services | Denver, CO

- Created strategic marketing visuals that simplified complex cybersecurity concepts for multiple personas across the buyer's journey
- Aligned with product, marketing, and executive teams to build consistent brand expression across web, video, social, and partner platforms
- Led updates to brand identity system, including illustration, iconography, and design language

Senior Designer**October 2018 – November 2019**

Optiv Security Cyber Security Services | Denver, CO

- Designed scalable brand assets supporting taxonomy-driven messaging frameworks
- Matured visual stories that promoted integrated experiences across the company's numerous offerings
- Ensured brand consistency across internal and external marketing assets
- Effectively communicated complex concepts into easy-to-understand designs

Director, Creative Services**August 2012 – October 2018**

Infinia Group | Branding Agency | New York, NY/Boulder, CO

- Directed full-funnel brand strategy and creative execution for Fortune 500 and nonprofit clients
- Managed multidisciplinary teams and implemented operational processes for efficiency and scale

BOARD EXPERIENCE

Executive Board**March 2023 – Present**

Ride for Racial Justice | Non-profit BIPOC Organization | Denver, CO

Develop strategic and organizational plans that forward our mission to drive awareness within the BIPOC cycling communities. Ensure strong fiduciary oversight and financial management. Coordinate fundraising and resource development including events, community engagement and campaigns.

Advisory Board**March 2024 – Present**

Sierra Buttes Trail Stewardship | Non-profit Organization | Quincy, CA

Help SBTS install policies and strategies regarding diversity, equity and inclusion.

AREAS OF EXPERTISE

Professional Skills

Strategic Planning	Creative Operations	Branding Development
Project Management	Content Creation	Budget Management
Data Analytics	Resource Management	Stakeholder Management

Technical Skills

Adobe Creative Suite	Figma	HTML/CSS
PowerPoint	Word	Excel
Workday	Workfront	Fluent in Spanish

EDUCATION

University of Southern California, School of Music, Los Angeles, CA

Bronx High School of Science, Bronx, NY