

# Yehudi Mercado

*Creative Director/ Writer/ Animator*

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## *[Work History]*

**HorseBack Salad Entertainment, LLC** - Creative Director/ Founder  
(Feb/2001 - present)

Led an animation/ interactive/ video production studio in a multitude of projects from script to screen as Creative Director. Duties include New Business Development, Client Relations, Project Management, Writing, Budgeting & Scheduling, Concept Design, Interactive Design, Animating and Storyboarding.

Project budgets ranged from 10K to 600K

Named "*Best Little Toon House in Texas*" by Animation Magazine (Dec/2006)  
and "*An Animation Revelation*" by Austin Chronicle (Nov/2003)

[www.horsebacksalad.com](http://www.horsebacksalad.com)

## *[HorseBack Salad Project Highlights]*

**The Trevor Romain Collection** (Nov/2004 - March/2007)

Directed 8 half hour episodes of a straight-to-dvd animated series. Co-Wrote 5 of the 8 episodes, designed all the characters and backgrounds, illustrated and edited all storyboard animatics.

[www.trevorromain.com](http://www.trevorromain.com)

**Monster Job Hunter** (Oct/2006 - present)

Wrote, Directed and Storyboarded an 8 minute Live Action Short Film with CGI Special Effects from my original concept.

[www.monsterjobhunter.com](http://www.monsterjobhunter.com)

**Sci-Fu** (Sep/2006 - present)

Wrote, Illustrated and Designed an interactive comic book from my original concept.

[www.scifu.com](http://www.scifu.com)

**Robot Salad** (Nov/2006)

Designed a line of t-shirts and art directed the photo shoot for an online store.

[www.robotsalad.com](http://www.robotsalad.com)

**Pat Green's "Baby Doll"** (May/2005)

Co-Directed a music video from my original concept that blended live action and animation. Held on to the Top 20 Countdown on CMT for over 12 weeks.

[www.horsebacksalad.com/babydoll.mov](http://www.horsebacksalad.com/babydoll.mov)

[HorseBack Salad Project Highlights] (cont'd)

**Patty Griffin's "Rain"** (Nov/2004)

Art Director/ Lead Animator on music video that featured rotoscope animation style.

[www.horsebacksalad.com/rain.mov](http://www.horsebacksalad.com/rain.mov)

**Question Authority: Movie Trivia Game** (May/2001 - Dec/2002)

Designed, Branded and Wrote an Interactive Movie Trivia Game for Alamo Drafthouse Cinema which let an entire auditorium of theatergoers compete for prizes.

Named "Best thing since Sensurround!" by Wired Magazine

**Other Projects:** "Gamorz Ball" :30 spot for MTV, "Drive-In/ Auto Assault" :30 spot for NCSOFT, "Climate Mash" 1:30 Flash Cartoon for Clean Air.org, Tequila Mockingbird Website.

Link to Traditional Design work:

[http://www.monsterjobhunter.com/Yehudi\\_SiteComps/images/](http://www.monsterjobhunter.com/Yehudi_SiteComps/images/)

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[Further Work History]

**Human Code** - Sr. Interactive Designer/ Animator/ Character Designer  
(May/1996 - April/2001)

Went from Animator to Sr. Interactive Designer creating video games that focused on education and branded properties.

Co-Created the *Greenlight Project* which developed original game concepts including *First Daughter* an original concept of mine purchased by Hasbro Interactive for the PlayStation.

[Human Code Project Highlights]

Games for Disney Interactive including "Pixar's Monster's Inc: Monster Arcade", "Rugrats: All Grow'd Up Game", "JumpStart 6th Grade", "Nation Geographic's GeoBee Challenge".

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[Awards]

Won 2nd Place in the 2006 Final Draft Big Break Screenwriting Competition for a feature length comedy entitled *Buffalo Speedway*.

Top Prize in the 2004 Texas Interactive Media Awards at SXSW Interactive for *Question Authority: Movie Trivia Game*.

2004 Telly Award and 2004 Gold Aurora Award for Trevor Romain Collection episode "*What on Earth Do You Do When Someone Dies?*"

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[Education]

University of Texas - Austin  
Bachelor of Fine Arts, May 1997  
Major: Fine Arts with a focus on Life Drawing

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[Skills]

**Expert** in Flash, AfterEffects, PhotoShop, SketchUp, Final Cut Pro, Final Draft, InDesign

**Proficient** in DVD Studio Pro, Soundtrack Pro, Illustrator, Word, Excel, Dreamweaver, HTML