



FRANCISCO S. FLORES

203.570.6780
ciscofloresf@gmail.com
www.franciscofloresdesign.com

PROFILE

A highly skilled Art Director, who is creative, reliable, organized with many years of experience. I've worked for agencies in marketing, editorial, shopper, branding, digital, video, illustration, among others. I'm passionate about new challenges and projects, able to transform ideas into powerful messages that captivate people.

EXPERIENCE

- 2016 - Present** **Westfair Communications**, White Plains, NY
Art Director
- ▶ Established a modern company identity by updating logos, editorial layouts, media kits and digital material for the newspaper, magazine and events.
 - ▶ Collaborated with sales representatives and event managers to meet advertising requirements for print and digital campaigns.
 - ▶ Redesigned the UX/UI newspaper website and double the number of visitors.
- 2013 - 2016** **Integrated Marketing**, Norwalk, CT
Art Director
- ▶ Collaborated with Creative Directors to develop key visuals, presentations and storyboards
 - ▶ Designed strategic and digital shopper/consumer programs for Ragú and Bertolli brands
 - ▶ Redesigned the company's digital newsletter with a modern and professional style
- 2012 - 2013** **The Marketing Arm**, Greenwich, CT
Art Director
- ▶ Handle all art direction duties for ads, POS, packaging and presentation visuals for videos
 - ▶ Work with Creative Directors to interpret and apply feedback to deliver top-notch work
 - ▶ Actively participate in brainstorm sessions to develop shopper marketing and brand programs
- 2011 - 2012** **Fine Life Media**, Fairfield, CT
Graphic Designer / Illustrator
- ▶ Redesigned magazine look, worked in unison with creative director and editors
 - ▶ Concepted and designed layouts and infographics for the magazine
 - ▶ Edited video footage into promotional videos and upgraded website content
- 2009 - Present** **Stew Leonard's**, Norwalk, CT / Yonkers, NY
Graphic Artist
- ▶ Designed the company flyers and developed marketing infographics for presentations
 - ▶ Engaged in constructing and displaying signage in the store
 - ▶ Collaborated with department managers to oversee all weekly sales materials

EDUCATION

2009 Bachelor of Arts with concentrations in Graphic Design and Illustration, Minor in Media Studies, Sacred Heart University, Fairfield, CT

AWARDS

2009 The Media Arts Exhibition, Excellence in Print Media + Video Game Design
2008 The Society of Illustrators of New York 2008, Annual Student Scholarship Competition
2007 The Media Arts Exhibition, Best 2D Animation

DIGITAL SKILLS

PC + Mac Photoshop, Illustrator, InDesign, Flash, After Effects, Premiere, Final Cut Pro, Word Press, Microsoft Office (Word, Powerpoint)

ACTIVITIES

2008 - 2017 Digital UN Volunteer, Designer, Quito-Ecuador, PNUD
Volunteer, Soccer Coach, Stamford Youth Soccer League
Volunteer, Assistant in Art, Central High School and Thomas Hooker School
Volunteer, Habitat for Humanity, Sacred Heart University
Volunteer, Maine H.O.M.E, Sacred Heart University