

Jennifer C. Flores

Experienced multidiscipline designer and problem solver |
UX certified creative technologist | Halloween enthusiast

jen.cos.flores@gmail.com
http://bit.ly/jenfloresportfolio
jflo.info
(817) 760-0536
Dallas, TX

Oct. '19 - Dec. '19

June '18 - Aug. '19

Oct. '16 - June '18

2004 - 2016

1995 - 2005

1990 - 2000

TOOLS

Adobe Creative Suite –

InDesign
Photoshop
Illustrator
Bridge
Acrobat Professional
Familiarity with Premiere, Lightroom

Microsoft Office –

Word, Excel, Outlook

EDUCATION

1992 -
1997

University of Texas at Arlington, Texas –
Medical Technology / Biology

2018 –
2019

Southern Methodist University – **User Experience
(UX) Design Certificate Program**

- Introduction to User Experience Design
- User Research & User Centered Analysis
- UX Design and Process Strategy
- Usability Testing
- Data Visualization, Infographic & Dashboard Design
- Designing Customer Experiences & Service Design

COMMUNITY LEADERSHIP

2004 -
2014

Hangmans House of Horrors, Fort Worth, TX
– **Assistant Art Director**

- Led groups of community volunteers in set design and execution while maintaining artistic quality control. Assisted with makeup and costumes.

EXPERIENCE

Implico Communications (*via Creative Circle*), Dallas, TX – Graphic Designer

- Exceeded client expectations by advising time-saving tricks using styles to the senior design team for future projects.

Mohawk / Daltile (*direct hire*), Dallas, TX – Digital Asset Mgr., Graphic Designer

- Subject Matter Expert role representing Marketing stakeholders on the website and database redesign and the migration to Adobe AEM / DAM.

Daltile (*via Carlton Staffing*), Dallas, TX – Digital Asset Mgr., Graphic Designer

- Optimized the public-facing asset portal and increased user growth in two years from 1-2 users per month to 3-5 users per day.

RAZ Imports, Inc., Arlington, TX – Studio Assistant, Graphic Designer

- Reduced production time for the twice yearly catalog by 2 weeks. Became proficient in using styles to allow major design changes to be made quickly.

1-800-FLOWERS.com, Arlington, TX – Senior Designer, Weekend Manager

- Maintained minimal labor and product costs through careful sourcing and training during busy seasons such as Valentine's Day.

American Multi Cinema, Arlington, TX – Promotions Manager

- Painted wall-sized murals in a shopping mall to promote new release films.

SKILLS

MARKETING & CREATIVE

Graphic Design –

- Design and prepare multiple marketing materials from conception to output.
- Design, maintain and implement templates and common elements. Creating workflows and automations to increase efficiency.
- Proofreading, Copywriting.

Digital Asset Management –

- Keyword & metadata application at item level; coordination with Legal on copyright
- Coordination of product photography and metadata migration to DAM.
- Photo retouching.
- Management and cataloging of assets.
- Image request fulfillment.

Photography –

- Set research, design and construction.
- Physical management and inventory of product samples.
- Sample styling and repair.

TECHNOLOGY

- Site administration, content management, user access and support, testing and maintenance.
- Training guide and related documentation creation and maintenance.
- Coordination with IT staff for system customizations, upgrades and integrations.
- Application management and research.
- Hardware upgrades and workstation / printer maintenance.
- Staff training of current applications and updates.
- Technical issues troubleshooting related to design and production.

MANAGEMENT

- Management of sales, labor, inventory, customer service and profitability.
- Staff training and supervision; task and labor management.
- Oversight of all purchasing and material ordering.
- Design and implementation of promotional programs.