



KEN FLORES

SR. DESIGNER / CREATIVE STRATEGIST /
VISUAL STORYTELLER

CONTACT



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408.386.9844

SKILLS

GRAPHIC DESIGN

WEBDESIGN

ICONOGRAPHY

VIDEO DIRECTION

ADOBE CREATIVE SUITE

SKETCH

MICROSOFT

APPLE

HOBBIES



PERSONAL PROFILE



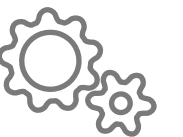
Are you looking for a design strategist who provides spot-on creative, especially in print, and a flawless process for your complex, multi-deliverable projects?

I excel on all levels and offer:

- Strategic thinking to clearly communicate your complex ideas
- Visual storytelling to highlight the benefits of your products/services
- Detailed and organized management for your project with lots of moving pieces
- Unparalleled customer service and support

All that backed by 20 years of Fortune 500 experience working with technology, consumer brands as well as start-up companies.

WORK EXPERIENCE



Cohesity / Current
Sr. Graphic Designer
San Jose CA

Designed and developed branding systems, corporate identities, annual reports and other marketing materials. Managed the entire process for each project, from initial creative concepts to final file production. Collaborated with photographers, copywriters and various printers.

Cloudera / 2015 - 2019
Sr. Graphic Designer
Palo Alto CA

Overseeing all design projects, from conception to delivery. Designing original pieces, including illustrations and infographics for marketing needs. Ensuring brand consistency throughout various marketing projects. Liaising between the marketing and design teams to ensure deadlines are met.

SanDisk / 2012 - 2015
Sr. UI/UX Designer
Milpitas CA

Gathering and evaluating user requirements, in collaboration with product managers and engineers. Illustrating design ideas using storyboards, process flows and sitemaps. Designing graphic user interface elements, such as in menus, tabs and widgets.

VMware / 2011 - 2012
Sr. Graphic Designer
Palo Alto CA

Created and executed the creative vision for a wide range of marketing concepts. I also developed and refine concepts, present recommendations, and supervise creative execution through printing or fabrication.

Lyris / 2007 - 2011
Art Director
Emeryville CA

Created comprehensive corporate identities systems, corporate materials, annual reports, packaging and digital interfaces. Collaborated with clients and the research department in defining brand strategy. Conducted audience/competition visual research, conceptualized visual proposals and presented to senior level clients the designs and concept rational.

EDUCATION



California Polytechnic State University-San Luis Obispo
Graphic Communications / Print buying and printing processes



LINKEDIN

linkedin.com/in/kenflores



PORTFOLIO

www.ken-flores.com



RECOMMENDATIONS

Upon request