

CHRIS FLORES

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Principal product designer with a deep focus on transforming complex enterprise systems into intuitive, high-impact experiences. I lead design strategy and execution from research through delivery, aligning business needs and user goals to create tools that drive real value.

EXPERIENCE

Disney Media & Entertainment Distribution • Remote Apr 2022 – Present

Senior Product Designer

- Led design strategy for enterprise planning tools across Disney+, Hulu, ABC, and more.
- Directed UX for forecasting, receivables and payments systems, reducing manual workflows by 50%.
- Partnered with finance, engineering, and PM stakeholders to align systems with strategic business goals.
- Designed scalable UX patterns, documentation, and tools used across multiple product teams.

FedEx Office • Plano, TX Feb 2021 – Apr 2022

Senior UX Designer

- Reimagined online print order UX, improving task success and user retention.
- Led discovery, testing, and design for FedEx e-commerce flows serving B2B and retail users.
- Partnered with engineering and marketing to ensure brand and accessibility compliance.
- Influenced product strategy by shaping MVP scopes and prioritizing features aligned with business goals.

Creative Cave Marketing • Addison, TX Sep 2018 – Mar 2021

Creative Director & UX Designer

- Spearheaded brand and UX transformation, driving 20% YoY revenue increase.
- Oversaw strategy and delivery of 6+ B2B/B2C platforms, including one that drove \$7M in revenue.
- Balanced product goals, client needs, and user experience across web and content systems.

MultiView • Irving, TX Apr 2010 – Sep 2018

Art Director & Senior Graphic Designer

- Created and pitched 200+ ad campaigns for B2B/B2C clients, driving performance across web and social.
- Developed marketing assets and sales tools for a \$115M company, from trade shows to email and web.
- Managed designers, vendors, and workflows to ensure quality and meet SLAs across deliverables.

EDUCATION

Texas Tech University, Lubbock, TX

B.F.A. in Design Communications

Member, Interaction Design Foundation

CORE SKILLS

UX Strategy · Enterprise Systems · Product Thinking · Wireframing · Interaction Design · Design Systems · Research & Testing · Cross-Functional Collaboration · Information Architecture · Accessibility · Figma · Miro · Jira