

JASON FLORES

SENIOR BRAND DESIGNER & CREATIVE LEAD

ONLINE PORTFOLIO
FLORESJASON.COM



EXPERIENCE

Freelance - Remote

FREELANCE DESIGNER

2014 - Present

- Led creative direction for 250+ print and digital campaigns
- Designed and launched custom web experiences for varied clients
- Established organized asset libraries to streamline production
- Managed full project lifecycles ensuring quality and timeliness

Get Hoptimized - Las Vegas, NV

CREATIVE DIRECTOR

Mar 2023 - Dec 2025

- Directed creative strategy for 20+ national beverage brands across print, digital, and signage
- Led comprehensive identity projects, presenting concepts to shareholders and large teams
- Designed and maintained direct-to-consumer web platforms, digital assets, and landing pages
- Created packaging systems for mass distribution and immersive trade show booth environments

CIC Health - Cambridge, MA

VISUAL DESIGNER

Jun 2022 - Dec 2022

- Produced high-stakes visual assets for public health initiatives
- Partnered with leadership to align creative with federal standards
- Maintained rigid brand compliance in a fast-paced environment
- Managed localization of marketing assets for multilingual markets

Yoga Garden SF - San Francisco, CA

LEAD DESIGNER

Aug 2020 - Oct 2022

- Directed visual content strategy for omnichannel social campaigns
- Refined digital user experiences to drive service conversions
- Designed environmental graphics and wayfinding for studio spaces
- Unified the visual identity system to ensure seamless consistency

Matchstick Marketing - Mesa, AZ

LEAD DESIGNER

Jul 2020 - Oct 2021

- Created high-impact packaging systems and integrated collateral
- Maintained design excellence within a high-velocity environment
- Partnered with stakeholders to drive client retention via design

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SAN FRANCISCO / REMOTE

EXPERTISE

Visual Identity Systems
Packaging & Print Production
UI/UX Design
Brand Strategy
Typography
Art Direction
Motion Design

TOOLS

Figma
Webflow
Relume
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Final Cut Pro
Wordpress
Squarespace

OTHER SKILLS

HTML & CSS
CMS Management
Generative AI

EDUCATION

Berkeley City College
Communications & Media
Berkeley, CA, 2014 - 2018

ITA

Graphic & Web Design
Richmond, CA, 2009 - 2012