

JASON FLORES

SENIOR BRAND DESIGNER & CREATIVE LEAD

EXPERIENCE

Freelance - Remote

INDEPENDENT CREATIVE LEAD 2014 - Present

- Directed brand strategy and visual design for 250+ campaigns
- Developed custom Webflow and Shopify sites using modern tools
- Scaled production workflows utilizing advanced integrations
- Managed end-to-end design lifecycles for high-visibility brands

Get Hoptimized - Las Vegas, NV

CREATIVE DIRECTOR Mar 2023 - Dec 2025

- Directed creative strategy and go-to-market execution for 20+ national beverage brands across print, digital, and signage
- Led comprehensive brand identity systems, successfully pitching conceptual designs to key stakeholders and large creative teams
- Designed and scaled direct-to-consumer Webflow platforms, high-converting digital assets, and interactive landing pages
- Developed custom packaging systems for mass distribution and designed immersive, high-impact trade show booth environments

CIC Health - Cambridge, MA

VISUAL DESIGNER Jun 2022 - Dec 2022

- Designed high-stakes visual identity systems for public health
- Aligned cross-functional creative strategy with strict standards
- Enforced strict brand compliance in a high-velocity 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
- Optimized digital UX design to significantly drive conversions
- Designed environmental graphics and wayfinding for studio spaces
- Unified the core visual identity system to ensure consistency

Matchstick Marketing - Mesa, AZ

LEAD DESIGNER Jul 2020 - Oct 2021

- Created high-impact packaging systems and integrated collateral
- Spearheaded creative execution within a high-velocity agency
- Leveraged visual design strategy to directly drive client retention

ONLINE PORTFOLIO
[JASONFLORES.CO](https://jasonflores.co)



[HELLO@JASONFLORES.CO](mailto:hello@jasonflores.co)
SAN FRANCISCO / REMOTE

EXPERTISE

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

TOOLS

Figma
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Webflow (Relume)
Shopify (Liquid / CLI)
VS Code
Final Cut Pro / CapCut

OTHER SKILLS

HTML & CSS
Webflow CMS & Logic
Generative AI (Firefly, Claude, Gemini, ChatGPT)

EDUCATION

Berkeley City College
Communications & Media
Berkeley, CA, 2014 - 2018
ITA
Graphic & Web Design
Richmond, CA, 2009 - 2012