

RENE FLORES

<http://floresarts.com>

rene@floresarts.com

PROFILE

Professional graphic designer with more than fifteen years of experience in the high-tech and public sectors. Wide variety of experience in graphic design for print and interactive media. Winner of multiple national awards, including the American Advertising Federation's Gold Addy and New Media Magazine's Invision Award. Portfolio online at <http://floresarts.com>.

AREAS OF EXPERTISE

Visual design for high-end web sites. Producing graphics and animated interactivity for rich multimedia applications. Experience in designing web sites to meet Section 508 accessibility standards. Experience in User Interface design, heuristic evaluations and user testing. Traditional graphic design and layout for print-based media.

TECHNICAL

OS: Macintosh, Windows 9X, 2000, NT, XP.

Software: Photoshop; Illustrator; Flash; Freehand; QuarkXPress; InDesign; Dreamweaver (HTML, CSS)

PERSONAL SKILLS

Extensive experience owning and managing client relationships. Strong project management skills. Excellent time management, writing and communication skills. Superior attention to detail.

WORK EXPERIENCE

Austin Community College - Austin, Texas **Multimedia Developer**

2008 - present

- Provided consulting, technical support services and project management in the development of dynamic web content and other multimedia for ACC faculty and staff.
- Planned and designed technical projects and products integrating graphics, still images, video, audio, animation using authoring tools such as HTML, Photoshop, JavaScript, Flash/ActionScript, CSS and other multimedia software applications.

Independent Contractor - Austin, Texas **Interactive Visual Designer**

2007 - 2008

- CompassLearning: Created original graphics and Flash animations to illustrate middle school algebra and geometry lessons and concepts for online learning.
- Springbox Interactive Marketing: Produced graphics and Flash animations for interactive marketing tool, working within client's established branding guidelines.
- Austin Community College: Created original Flash-based graphics and animations for online lessons in college-level biology course.

University of Texas - Austin, Texas **Web Graphic Designer**

2003 - 2007

- Designed the overall visual identity of UTOPIA web site; leading art direction for two designers and two Webmasters to ensure design consistency across site.
- Created logo and graphics standards for UTOPIA branding and marketing materials, including web sites, HTML emails, brochures, posters and other promotional items.
- Developed unique visual solutions and look & feel for a wide variety of stand-alone microsites under the UTOPIA brand, actively fostering relationship with each individual client.
- Consulted with usability specialists to ensure that visual designs met accessibility standards of Section 508 and university guidelines

Liaison Creative Services at AMD - Austin, Texas **Web Graphic Designer**

2002

- Ensured brand and graphic consistency across multiple marketing initiatives.
- Managed projects from concept to completion.
- Collaborated with writers and production team to estimate budgets and schedules.
- Presented and sold creative concepts to internal clients.

Prodigy Communications - Austin, Texas	2001 - 2002
Visual Designer	
<ul style="list-style-type: none"> • Created visual design for Web pages, HTML-based emails, printed pieces and other marketing materials. • Ensured corporate brand consistency across media and campaigns. • Brainstormed with writers and marketing specialists to provide creative direction in promotions and campaigns. • Presented and sold creative concepts to internal clients. • Collaborated with project managers to scope design projects and plan schedules. 	
Human Code - Austin, Texas (became Sapient in 2001)	1997 - 2001
Multimedia Artist	
<ul style="list-style-type: none"> • Designed look & feel of Web sites and interactive product CD's; often as Lead Designer, giving direction to other artists or designers. • Presented and sold creative concepts to external clients, including Disney, Motorola and Leapfrog Toys. • Identified client objectives and translated them into effective visual solutions. • Ensured integrity of visual design across computer platforms and Web browsers. 	
VersaCom - Austin, Texas	1996 - 1997
Art Director	
<ul style="list-style-type: none"> • Created visual design for client Web sites. • Designed print-based marketing materials and managed all phases of production process, including design, layout, electronic pre-press and press checks. 	
Texas General Land Office - Austin, Texas	1991 - 1996
Graphic Designer	
<ul style="list-style-type: none"> • Designed interfaces and graphics for Web sites, video promotions and interactive kiosk. • Created graphic design and illustrations for books, brochures, newsletters, posters and other promotional materials. • Executed all phases of print production process, including design, layout, electronic pre-press and press checks. • Designed logos and identity solutions for a variety of agency and partnering public sector programs. 	
AWARDS - MULTIMEDIA DESIGN	
IITAP Bronze Award	2006
Innovative Instructional Technology Awards Program, UT Austin	
Division of Instructional Innovation and Assessment	
Web Site: "Transforming Lives Through Resilience Education"	
Gold Addy (Team)	1999
American Advertising Federation	
Consumer Web Site: "Humancode.com"	
Gold Medal (Team)	1998
New Media Magazine Invision Awards	
CD-ROM: "Halliburton TKO" (Human Code)	
AWARDS - PRINT DESIGN	
First Place	1995
National Association of Government Communicators Blue Pencil Competition	
Promotional Campaign: "Texas Coastal Wetlands"	
First Place	1998
National Association of Government Communicators Blue Pencil Competition	
General Interest Brochure: "E-Source"	
EDUCATION	
Yale University - New Haven, CT	1991
B.A. Art Major, Concentration in Graphic Design	