



# BRYLE FLORES

## Multidisciplinary Designer



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Portfolio website: bryleflores.com

### [Professional Summary]

Multidisciplinary designer with 5+ years of experience in **branding, advertising, motion graphics, and digital product design**. Skilled at translating campaign briefs into high-impact creative solutions across print, digital, and experiential platforms. Adept at balancing strong visual aesthetics with strategic thinking. Has delivered work for global brands, startups, and agencies driving measurable engagement across multiple industries. Proficient in **Adobe Creative Suite, Figma, Cinema 4D, and digital production**, with a keen eye for **brand consistency, UX, and innovation**.

### [Work Experience]

#### Digital Designer

Feb 2022 – Aug 2024

LGCY Power – Remote work – Utah, USA

- Developed brand assets, social content, and digital collateral for nationwide campaigns.
- Designed training materials, instructional documents, and event branding.
- Ensured alignment with brand standards while adapting visuals for diverse audiences.

#### Junior Art Director

Nov 2019 – Dec 2021

PerkComm Inc. – BGC Taguig, PH

- Managed design and art direction for multi-platform campaigns, aligning with brand standards and client needs.
- Worked closely with vendors, marketing teams, and clients to ensure timely delivery of high-quality materials.
- Collaborated on translating customer insights into impactful, audience-focused design strategies.

#### Corporate Graphic Designer

Mar 2018 – Oct 2019

Perez Numedia – Makati, PH

- Designed and produced financial reports, including analytical graphics and professional layouts for banking clients.
- Directed photography sessions for employees, ensuring polished, professional imagery for corporate publications.
- Gained hands-on experience in book printing processes, including cover design and press-ready layouts.

#### Production Multimedia Artist

Oct 2016 – Feb 2018

Clayshop Inc. – Makati, PH

- Produced 2D/3D animations and special effects for TV commercials, enhancing storytelling and visual impact.
- Collaborated closely with directors and editors to seamlessly integrate visual effects with live-action footage.
- Designed and animated detailed storyboards, providing clients with a clear vision and ensuring alignment with creative and marketing goals.

### [Education]

#### Interactive Media Design

2-Year Diploma

Fanshawe College, London Ontario

Aug 2023 – Apr 2025

#### Bachelor's Degree,

#### Multimedia Arts & Sciences

Mapua University, Manila Philippines

Jun 2012 – Aug 2016

### [Discipline & Skills]

#### Brand Identity & Art Direction

#### Data Visualization & Infographics

#### Motion Graphics & Animation

Digital & Graphic Design (Web, Print, Motion)

Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, After Effects, Premiere)

3D Modeling & Visual Effects (Cinema 4D, Blender, Vectary, CLO)

UI/UX Wireframe & Prototyping (Figma, Adobe XD)

#### HTML/CSS/JavaScript

Email Marketing & CRM (Email Templates, Campaigns)

Omnichannel Marketing (Social Media, Digital Ads, Out-Of-Home, Print)

### [Soft Skills]

#### Creative Problem Solving

#### Project Management

#### Team Collaboration & Leadership

#### Client Communication & Presentation

#### Attention To Detail

#### Time Management & Multitasking

#### Adaptability & Innovation