RESUME

Alejandro Flores

Mission, Texas

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SUMMARY

Visual Communication designer specializing in bold, concept-driven branding and typography. Skilled in creating strategic visual systems that merge aesthetics with purpose. Strong attention to detail, creative problem-solving mindset, and a passion for building modern brand identities that resonate with today's audiences.

EXPERIENCE

Freelance Graphic Designer

Mission, TX | 2023 – Present

Designed brand identities, logos, and marketing materials for small businesses and startups Developed typography-focused poster campaigns and conceptual advertising projects Collaborated directly with clients to translate business

JUCO Coffee – Brand & Visual Development

Mission, TX | 2024

Designed brand identity including logo system, color palette, and typography.
Developed website structure focused on SEO and lead generation.
Created marketing materials for events and mobile coffee cart promotions.
Established cohesive visual language across print and digital platforms goals into visual solutions
Created social media assets and digital marketing graphics
Managed projects from concept through final production

SKILLS

Design Software

Adobe Creative Suite (Illustrator, Photoshop, InDesign)
Figma
Lightroom
Canva

Additional Skills

Creative Strategy
Concept Development
Visual Storytelling
Spanish (Conversational)

Technical Skills

Branding & Identity Design
Typography & Editorial Layout
Print Production
Social Media Design
Basic Web Design (SEO fundamentals)
Photography
Videography (Basic Fundamentals)

HOBBIES & INTERESTS

Strength training & endurance running
Brand strategy & consumer psychology
Coffee culture & small business branding
Contemporary typography and poster design

2026