

KATY FLORES

Senior Graphic Designer/Multimedia Designer

CONTACT

✉ katyfloresdesigns@gmail.com
🌐 www.katyflores.net
🌐 [linkedin.com/in/katy3d](https://www.linkedin.com/in/katy3d)

SKILLS

Photoshop – Expert
Illustrator – Expert
InDesign - Expert
Word - Expert
Powerpoint – Expert
Premiere – Expert
After Effects - Proficient
Figma - Proficient
HTML/CSS - Proficient
Wordpress – Expert

EDUCATION

2009-2019
Sam Houston State University
Bachelors Degree in
3D Animation

2005-2008
**Lonestar College:
North Harris**
Associates Degree in
3D Animation

PROFILE

Innovative and adaptable Senior Marketing Designer with extensive experience in crafting compelling digital experiences that drive brand engagement and business growth. Skilled in designing social media content, websites, email campaigns, and video production, with a strong ability to manage projects from concept through execution. Collaborative team player with a proven track record of working across marketing, design, and external agency teams to deliver high-quality solutions that align with business goals. Known for leading design initiatives, offering strategic guidance, and identifying opportunities to improve workflows and campaign performance. Passionate about staying ahead of design trends and continuously exploring new technologies to enhance marketing effectiveness.

WORK EXPERIENCE

Senior Marketing Designer

📍 Houston, TX

Gradient

02/2025-08/08/25 (Laid off)

Led design efforts for social media assets, emails, newsletters, and internal/external marketing materials. Directed and edited video content to align with brand messaging. Designed and developed websites and landing pages, optimizing user experience and conversion rates. Worked closely with internal teams, including marketing, product, HR, as well as external agencies to ensure cohesive brand strategy across all platforms. Identified and developed a new project organizational system that streamlined workflows and improved team efficiency (outside scope of role). Provided design mentorship to non-marketing teams and guided internal stakeholders on best practices for visual content creation (ID access cards, Canva templates for social media, etc.). Collaborated with the marketing team to troubleshoot underperforming campaigns, offering design-driven, user-centric insights and solutions. Continuously researched new technologies and tools to improve team capabilities and stay ahead of industry trends.

Visual Creative Designer

📍 Spring, TX

HP, Inc – Insight Global

05/2024-02/2025

Conduct user research to identify ideal customers, their needs, and pain points, shaping user-centric strategies for product development. Create and curate visuals into storyboards to guide early customer engagement and concept development. Develop wireframes, prototypes, and user interfaces that translate complex ideas into intuitive experiences for software, hardware, and emerging technologies. Exhibit visual stories through various media, including still images, short animations, and full-motion videos, tailored to specific user personas and use cases. Collaborate with Project Managers and the Light Speed Labs team to conceptualize and visualize innovative solutions for cutting-edge technology. Lead efforts to explore and implement new workflows leveraging emerging AI technologies to enhance creativity and efficiency in the design process.

Lead Graphic Designer

📍 Houston, TX

Champion Energy Services

10/2019-01/2022

Led design projects from conception to delivery as the sole graphic designer, with a focus on user-centered strategies. Collaborated with clients and teams to brainstorm, strategize, and create materials such as presentations, training documentation, web pages, landing pages, emails, direct mail, social media marketing, and additional collateral. Conducted user research and analyzed data, including Google Analytics, to inform design decisions and enhance user experiences. Developed wireframes, prototypes, and visual assets to support content creation for energy markets, ensuring alignment with user needs and market trends. Maintained current awareness of design trends, technology, and industry practices to deliver innovative and effective solutions. Provided customer-facing creative direction and design support, tailoring solutions to specific user personas and market classifications. Applied trend intelligence and historical market knowledge to execute targeted and impactful designs for print, email, and web projects.

Lead Graphic Designer

📍 Houston, TX

Naked Lime Marketing/Reynolds and Reynolds

10/2015-10/2019

Served as Lead Graphic Designer, overseeing a team of 30 designers and managing projects from concept to delivery. Conducted user research and utilized customer data, trend intelligence, and market analysis to inform design strategies for the automotive market. Collaborated with clients and teams to brainstorm, strategize, and create a range of materials, including presentations, training documentation, web pages, landing pages, emails, direct mail, social media marketing, and additional collateral. Provided creative direction and design support, focusing on user-centered solutions tailored to specific personas and market needs. Developed wireframes, prototypes, and visual assets to support project communications, advertising, and marketing efforts. Managed the design and uploading process for all project materials, adhering to best practices for content management systems. Reviewed, edited, and approved final artwork for print, web, video, and broadcast. Maintained current awareness of design trends, technology, and practices to deliver innovative concepts for print media, email, and web design projects. Provided creative input throughout project conceptualization, development, and implementation, ensuring alignment with user needs and business objectives.

Lead Graphic Designer

📍 Spring, TX

Bugability – Self Employed

01/2008-Ongoing

Provides user-centered design solutions, specializing in web, email, and print media. Stays informed on the latest design trends, technologies, and best practices to create intuitive and effective user experiences. Collaborates with clients and cross-functional teams to conceptualize and strategize design solutions for web pages, landing pages, presentations, training materials, email campaigns, and marketing collateral. Translates client goals and brand identity into engaging designs, focusing on user experience, visual hierarchy, and usability.

Leads design projects from ideation to execution, delivering wireframes, prototypes, and final designs that align with brand guidelines. Ensures consistent application of color, typography, and layout across all materials. Supports content creation by providing design direction and early-stage content drafts.

Experience includes contract work with companies such as Gradiant, NOV, Mechanical Testing Services (MTS), Cre8vision, Pitcher Ministries, By The Book Plumbing, Alpha K9 Pet Services, and Metropolitan Title Company. Key contributions include designing templates for field workers, creating user-friendly web pages, social media graphics, email templates, training documents, and advertisements.