

ALEXANDER FLORES

CREATIVE DIRECTOR / CONCEPT / DESIGN / ART DIRECTION

ROLES

CHEIL NORTH AMERICA

Associate Creative Director – Digital Design & Retail Experience

TANDEM THEORY

Creative Director – Digital & Print Advertising

TRACYLOCKE

Creative Director – Print / Packaging / Digital / Promotions

70KFT

Design Director – Print / Digital Advertising

INK GLOBAL / AMERICAN AIRLINES

Group Design Director – Print / Digital Editorial

TRACYLOCKE

Associate Creative Director – Digital / Print Retail & Promotions

THE DALLAS OBSERVER

Art Director – Print / Digital Editorial

THE MIAMI NEW TIMES

Art Director At-Large – Covers & Features Editorial

VILLAGE VOICE MEDIA

Art Director – Print / Digital Editorial

RAPP

Senior Designer – Print / Digital Branding & Advertising

SIGNAL

Art Director – Print / Digital Branding & Advertising

TRACYLOCKE

Art Director / Studio Artist / Print & Digital

BRANDS

Pizza Hut

Samsung

HP

Nokia

Verizon

Pepsi / Mountain Dew

Texas Health Resources

American Airlines

KFC

7-Eleven

CiCi's Pizza

Hasbro

Frito-Lay

The Dallas Observer

The Village Voice

The Houston Press

The Miami NewTimes

Success Magazine

American Way Magazine

NEXOS Magazine

Celebrated Living Magazine

Gearbox Software

Aaron Davis Design

Capital One

Don Julio Tequila

Jim Beam

Romano's Macaroni Grill

Best Buy

Allied BioScience

Mercy Ships

Daseke

SurfaceWise

Visit Dallas

Gilly's Dallas

Southside Ballroom

Double Wide Dallas

Thunderbird Station

Dallas Filipino Food Festival

The Dallas VHS Swap

EXPERIENCE

Advertising/Marketing Art Direction

Publication Design

Editorial Art Direction

Photo Shoot Art Direction

Creative Team Management

TVC & OLV

Photography & Illustration Resourcing

Brand Identity / Design Systems

Consumer Packaging Design

Retail & Experiential Design

Retail / Consumer Product Naming

Out-of-Home

QSR Marketing & Design

Promotions Ideation

Content Creation

Script Writing

Digital Product Development

Client-Facing Presentations

New Business / Pitch Presentations

Front-End Website Design

Social Media Marketing Design

Event Marketing Design

Photography

Videography

Video Editing

Podcasting

Apparel Design

Vector Illustration

Hand-lettering

Screen Printing

Painting

Stickers

X-Acto Knifing

MERITS

TracyLocke D&I Committee Co-Chair

AIGA DFW Board Member Volunteer

Awarded & Featured by Society of Publication Design

Association of Alternative Newsweeklies Award Winner

International Academy of Visual Arts Award Winner

Featured on Behance Network Gallery

Behance Creative Portfolio Reviewer

Featured on CoverJunkie.com

Published in Eye Magazine

Published in Varoom! Magazine

Published in NASCAPAS

Featured on NPR NYC Studio 360

Dallas AAF Silver Medalist

Dallas Society of Visual Communications

Best In Show Graduate Portfolio – The Art Institute

References Available Upon Request

"No matter where you go, there you are."