



Danielis Flores

SENIOR GRAPHIC DESIGNER
Branding, Campaigns & Creative Strategy

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📍 Buenos Aires, Argentina

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Senior Graphic Designer with over 8 years of experience in branding, digital marketing, and campaign development. Specialized in building visual identities, brand systems, and performance-driven design across digital environments, including social media and paid campaigns, with strong experience in editorial and print design.

Experienced in conceptualizing and executing campaigns aligned with business objectives, collaborating with marketing teams to strengthen brand positioning. Focused on developing strategic and effective visual solutions, with a strong interest in evolving toward roles with greater involvement in creative decision-making and value creation.

SKILLS

PROFESSIONAL

- Branding
- Visual Identity
- Campaigns
- Marketing
- Social Media
- Digital Design
- Google Ads & Meta Ads
- Creative Direction
- Editorial Design
- Print Design
- Typography
- Color

TOOLS

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects

- Perfit
- Notion

EDUCATION

- **2017**
Bachelor's Degree in Graphic Design
Universidad José María Vargas
- **2018**
English as a foreign language program
Centro Venezolano Americano
- **2021**
Photo retouching (photoshop)
Sindicato Empleados de comercio
- **2021**
Web design I & II - HTML5 & CSS3
Sindicato Empleados de comercio
- **2012**
High school diploma in science
U.E.P. "Colegio del Ave María"

EXPERIENCE

• Senior Graphic Designer

ACEGAME S.A. (Buenos Aires - Argentina) 2025 - Present

- Conceptualization and development of creative campaigns (naming, key visual, communication).
- Translation of marketing objectives into strategic visual solutions.
- Direct collaboration with leadership in defining creative direction.
- Evolution of visual identity across digital channels, ensuring consistency.
- Participation in commercial campaigns such as **Hot Sale 2025**, strengthening brand coherence.

• Graphic Designer

DEACHE - MARKETING AGENCY (Buenos Aires - Argentina) 2022 - 2025

- Development of campaigns, branding, and visual systems for clients.
- Design for social media and paid media.
- Creation of content calendars.
- Participation in campaign for **Vigil Wine Club (Copa América 2024)**: development of visual identity, crest design, and visual system in a high-visibility context.

• Graphic Designer | Print & Client Support

DISEÑOBAR (Buenos Aires - Argentina) 2019 - 2022

- Management of graphic pieces, including file setup and preparation for print production.
- Client advisory on materials and printing processes, supporting projects through final production.
- Development of custom graphic design pieces based on client needs.

• Graphic Designer

DIGITAL HOUSE (Buenos Aires - Argentina) 2020

- Design of educational materials and communication pieces for course and program promotion.

• Graphic Designer

INDIANI S.A. (Caracas - Venezuela) 2017 - 2019

- Design development for women's apparel line.
- Preparation of files for textile production (screen printing).
- Supervision and validation of print samples prior to mass production.
- Adaptation of designs to production and quality standards.

• Graphic Designer

EDITORIAL TECNOCOLOR (Caracas - Venezuela) 2016 - 2017

- Editorial layout and illustration development for print.
- Design and development of children's coloring books.

LANGUAGES

- **Spanish** - Native
- **English** - B2

NATIONALITY

Venezuelan

INTERESTS

Athlete and fitness enthusiast. Passionate about gym training and running. Half marathon runner - 21K Buenos Aires.

