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**PROFESSIONAL SUMMARY**

Innovative Creative Professional with over 15 years of experience in graphic design and marketing, specializing in creating comprehensive visual identities across digital and physical channels. Proven track record of developing streamlined designs, building brand narratives, and leading creative teams to deliver exceptional visual communication.

**CORE COMPETENCIES**

* Creative Art Direction
* Brand Strategy & Trend Analysis
* Omnichannel Design Systems
* Visual Identity Development
* Cross-Functional Collaboration
* Digital and Print Design including brand packaging
* Marketing Campaign Planning & Execution

**PROFESSIONAL EXPERIENCE**

**Creative Marketing Manager | Art Director** | [Hoonigan Industries](https://www.hoonigan.com/) at [4Wheel Parts](https://www.4wheelparts.com/) Division   
April 2014 - Present

**Key Achievements**:

* Spearhead design and implementation of engaging marketing programs across print, web, and email campaigns for three top-tier automotive aftermarket brands
* Developed comprehensive brand style concepts, maintaining brand integrity and adhering to consistent art standards
* Led creative graphics team through successful project executions, meeting budget and deadline constraints
* Conceptualized and implemented brand campaigns that significantly increased brand awareness and optimized product quality
* Directed lifestyle photoshoots and visual content creation for product launches

**Art Director** [Motor Trend Group](https://www.motortrend.com/)   
January 2005 - January 2014

**Key Achievements:**

* Developed internal growth art plans and design solutions addressing complex business challenges
* Integrated print, interactive, and social media marketing campaigns
* Supervised project progression ensuring successful completion within budget constraints
* Boosted branch promotion through strategic design concept execution

**TECHNICAL PROFICIENCIES**

Design Tools:

* Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom)
* Project Management Tools (Monday.com, Wrike)
* Figma
* Microsoft Office Suite
* Social Media Platforms (Facebook, Instagram, YouTube, META Business)
* Experience with organic social media design and strategy
* Strong understanding of design trends and consumer behaviors
* Knowledge in HTML & CSS

**EDUCATION**

Bachelor of Arts, Graphic Design California State University, Northridge

**WORK SAMPLES Link:** [**Dropbox Work Samples**](https://www.dropbox.com/scl/fi/n6kfjw34o7oav5dtceret/Aflores-Samples-GENERAL-2025.pdf?rlkey=9hlnlzwjb3b7mx2mg0ib3gkhp&st=91hri6no&dl=0)