

# ALEJANDRO FLORES

## Visual Designer

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📍 Pawtucket, RI

in [LinkedIn](#)

## WORK EXPERIENCE

### Visual Designer

#### Hasbro, Inc.

📅 2021 - current

📍 Pawtucket, RI

- Designed clear and visually appealing icons and symbols in Inkscape for toy instructions, shrinking 19% of customer support inquiries.
- Collaborated with product managers and engineers by sharing Figma prototypes and design files, minimizing design-to-development handoff issues by 24%.
- Leveraged Adobe Fonts to create custom call-to-action buttons and headings on the company website, uplifting online conversion rates by 16%.
- Teamed up with the SEO team to optimize on-page elements within WordPress, contributing to a 21% improvement in organic search traffic.

### Graphic Designer

#### FM Global

📅 2018 - 2021

📍 Johnston, RI

- Revamped 47 product brochures, resulting in a 36% increase in lead generation from print marketing.
- Created 23 interactive web elements for FM Global's website using InVision, improving user engagement levels by 18%.
- Built engaging 3D animations for online marketing campaigns, achieving a 26% higher click-through rate compared to traditional 2D content.
- Integrated motion graphics into video projects, enhancing the viewer experience and boosting social media shares by 22%.

### Junior Graphic Designer

#### GTECH Corporation

📅 2016 - 2018

📍 Providence, RI

- Produced 34 marketing collaterals every month such as brochures, flyers, and banners with Coolors for harmonious color schemes.
- Resolved changes to designs after feedback, resulting in a 92% approval rate on the first revision.
- Adhered to strict project deadlines, delivering 97% of design tasks on or before due dates, as verified through Zoom project tracking.
- Conducted user research for 3 website redesigns, creating a more user-friendly interface and positive feedback.

## EDUCATION

Bachelor of Fine Arts

Graphic Design

**Rhode Island School of Design**

📅 2012 - 2016

📍 Providence, RI

## SKILLS

- Adobe Photoshop
- Inkscape
- Figma
- InVision
- Blender
- HitFilm
- Adobe Fonts
- Coolors
- WordPress
- Zoom