

# Jason Flores (Jay)

- **Graphic Design Lead**
- **Strategic Visual Communications**
- **Regulated Environments**



jay@jayflores.com • +1-407-922-8379 • Portfolio: jayflodesigns.com

[LinkedIn](#) [Case Studies](#)

## Summary

Graphic Design and Visual Communications leader with 20+ years delivering high-impact creative in large, matrixed, regulated organizations. Expert at translating complex technical and executive messaging into clear, brand-aligned visual communication across digital, live, and enterprise channels. Proven ability to lead creative ideation, manage cross-functional stakeholders, enforce brand governance, and deliver compliant marketing and internal communications at scale.

Demonstrated success in healthcare, global enterprise, and high-visibility leadership environments—producing campaigns, events, product communications, and executive presentations that drive engagement, alignment, and measurable business outcomes.

## Core Capabilities

- Creative Direction & Visual Strategy
- Marketing Campaign Development (Digital + Physical)
- Cross-Functional Collaboration (Clinical, Legal, Product, Sales, Operations)
- Brand Governance & Visual Standards Enforcement
- Executive & Leadership Communications Design
- Trade Shows, Product Launches & Event Creative
- Vendor & Outsourced Creative Management
- Stakeholder Review & Approval Workflows
- Regulated Claims-Compliant Communication
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro)
- Presentation & Event Visual Systems (PowerPoint, Stage, Video)
- File Architecture, Naming Standards & Deployment Readiness

## **Creative Strategist, Brand & Communications**

### **Xenex – San Antonio, TX | 2023–Present**

Lead visual communication strategy and creative production within a regulated healthcare environment, supporting brand, product, demand, and internal initiatives.

- Partnered with Clinical, Legal, Product, and Commercial teams to translate complex regulatory and technical content into clear visual communication.
- Achieved consistent first-pass compliance approval by building structured creative review workflows and claims-aligned messaging systems.
- Designed and produced marketing materials across trade shows, digital campaigns, presentations, social media, and internal communications.
- Led creative concept and operational design for high-engagement trade show experience that increased meetings by 28% and generated 372 qualified interactions.

## **Graphic Designer and Internal Communications Supervisor**

### **UPS – Remote | 2014–2023**

Directed visual and communication design for enterprise initiatives serving a global workforce across complex operational programs.

- Designed executive presentations, large-scale event visuals, and internal campaign materials supporting enterprise strategy and system rollouts.
- Built structured templates, visual standards, and content governance, improving consistency and production efficiency.
- Developed digital communication environments and intranet experiences serving 100,000+ employees.
- Led visual storytelling for global programs, leadership messaging, and workforce engagement.
- Coordinated cross-functional creative with IT, HR, Finance, and Change Management teams.
- Reduced help-desk inquiries by 30% through improved visual communication and digital content.
- Created a globally accessible AR museum experience to support heritage and employee engagement.
- Designed communication systems to improve clarity, alignment, and leadership delivery effectiveness.

## **Graphic Designer & Live Event Artist**

### **Jay Flo Designs – Pittsburgh, PA | 2007–2014**

Developed brand identity, event visuals, and custom creative experiences with full client lifecycle ownership—from concept through final delivery.

## **Resort Front Drive Manager**

### **The Walt Disney Company – Orlando, FL | 1994–2007**

Led high-volume operations and guest experience teams, building foundational expertise in visual storytelling, brand standards, and cross-team coordination.

## **EDUCATION**

High School Diploma – Poinciana High School, Kissimmee, FL