

# Nolan Flores

## Senior Graphic Designer & Web Designer

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## About

Creative Designer with 9 years of experience crafting compelling visual content across digital and print platforms. Skilled in Adobe Creative Suite, visual communication, and UI/UX design, with a proven ability to deliver innovative, human-centered solutions that are both visually striking and strategically effective. A collaborative leader and problem-solver, adept at guiding teams from concept to completion, ensuring every project is executed with precision, creativity, and purpose.

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## Work Experience

### Piping Technology & Products | Houston TX

05/27/2025 - Present

Senior Graphic designer & Head of Creative

#### Job duties:

- Design marketing, branding, and technical materials for digital, print, and trade shows.
- Create product catalogs, technical diagrams, and 3D renderings.
- Manage and update the company website with responsive, user-focused design.
- Collaborate with engineers and sales teams to simplify complex technical concepts.
- Produce digital marketing assets, including email, social media, and ads.
- Maintain brand consistency across all platforms.

### NABORS Industries| Houston TX

5/09/2022 - 4/30/2025

Senior Graphic designer & Brand Specialist

#### Job duties:

- Developed fully customized, on-brand websites using WordPress with foundational HTML and CSS.
- Created distinctive brand identities that drove new customer acquisition and strengthened market presence.
- Ensured consistency and high-quality standards across multiple company brands and marketing materials.
- Designed and executed trade show booth concepts that increased foot traffic and enhanced customer engagement.
- Produced branded apparel—including t-shirts, jackets, and hats—for employees and client promotions.
- Designed interactive digital brochures and marketing assets for global audiences using CEROS software.
- Created impactful digital advertising campaigns promoting global products and technologies.

### CleanSky Energy | Houston TX

1/29/2020 - 5/01/2022

Senior Graphic Designer

#### Job duties:

- Led company rebrand, developing a new logo and visual identity that doubled the customer base within one year.
- Designed digital ad campaigns, web banners, and social media graphics to increase online visibility and engagement.
- Produced branded apparel and large-scale marketing materials, including billboards and door hangers, to strengthen brand presence.
- Maintained and optimized the WordPress website to ensure performance and brand consistency.
- Developed print and direct mail campaigns to support lead generation and customer retention.
- Created responsive email templates and managed a bi-weekly E-magazine in Marketo to enhance customer communication.

## **SHARKMATIC ADVERTISING | San Antonio TX**

1/1/2019 - 1/19/2020

Graphic Designer & Web Designer

### **Job duties:**

- Developed and launched corporate brands, including logos, visual identities, and marketing collateral.
- Designed cohesive, on-brand visual assets that effectively communicated company messaging and creative direction.
- Created distinctive branded apparel such as t-shirts, sunglasses, and hats to enhance brand visibility.
- Produced high-quality graphics and layouts using Adobe Photoshop, Illustrator, and InDesign.
- Built and maintained custom, on-brand websites using WordPress with foundational HTML and CSS.
- Designed tailored client proposals to support new business opportunities and brand growth.

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## **Education**

### **ART INSTITUTE OF SAN ANTONIO**

2016-2019

Bachelors of Fine Art

In Graphic & Web Design

Final GPA 3.55

**Best in Program Summer 2019 Senior Portfolio Show recipient**

## **Hard SKILLS**

- Strategic and creative design leader with strong problem-solving skills, sharp attention to detail, and the ability to translate complex ideas into visually compelling solutions that drive business objectives.
- Expert-level understanding of design principles, typography, color theory, branding, and digital aesthetics, with hands-on experience across UI/UX, web, and multimedia design.
- Highly proficient in industry-standard tools, including Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Dreamweaver, Lightroom, Premier), WordPress, Marketo, HubSpot, CEROS, Asana, Microsoft PowerPoint, Excel, Outlook, and Teams.

## **References**

Sohail Akmal  
Marketing Director  
832.703.7022

Devyn Owens  
Brand Manager Nabors Industries  
832.818.8504

Nick Warren  
Pilot for Cactus Wellhead  
832.860.8504