

César Flores Castro

Graphic & Web Designer

I'm César Flores, a graphic and web designer with over a decade of experience crafting visual solutions that communicate and drive impact. I specialize in interface design, branding, and website development, blending strategic thinking with creative execution.

I manage design projects end-to-end: from initial research and user profiling to navigation flow design and functional prototype delivery. I'm also passionate about exploring AI tools for image generation and content creation, integrating emerging technology into my creative workflows.

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📍 Monterrey, México

Experience

AWMENTA

TODAY
-
2024

- Lead the creative direction for digital products and websites
- Plan how users navigate and interact with interfaces
- Build and manage design systems and style guides
- Adapt designs to work seamlessly on desktop, tablet, and mobile
- Work closely with developers to bring designs to life

BKPITAL

2024
-
2023

- Shaped the user experience for marketing and promotional projects
- Researched target audiences to understand their needs and behaviors
- Improved website performance by simplifying user flows
- Created visuals for campaigns and marketing pieces
- Used data insights to guide design choices

Brand Tenders

2023
-
2017

- Designed websites and mobile apps from scratch
- Built brand identities including logos, colors, and typography systems
- Tested designs with real users and refined based on feedback
- Crafted engaging content for social media channels
- Handled client relationships and project timelines independently

Ergo Comp

2016
-
2013

- Created branding packages for small and medium businesses
- Built and launched websites for various industries
- Designed graphics and visuals for online platforms

Courses

- Sugar CRM, 2025
- Midjourney Prompting, 2024
- Figma Prototyping from Scratch – Crehana, 2022
- Shopify – Crehana, 2022
- Bootcamp – The Futur, 2021
- Case Study – The Futur, 2020
- Stylescapes – The Futur, 2020

Education

UMM

- UMM Bachelor's Degree in Graphic Design

Skills

- Figma (advanced)
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Awards

- Logo design, Bruguera Comic Books, 2013

Interests

- Movies.
- Games.
- Music.
- Writing.
- Comics.
- AI.