

César Flores Castro

Graphic Designer

I'm **César Flores, a graphic and UI/UX designer** with over 10 years of experience creating visual stories that connect and inspire. I specialize in user experience design, branding, and web design, blending creativity with strategy to deliver impactful digital experiences.

I lead visual design projects from research to implementation, developing user personas, mapping user journeys, and defining interaction flows. Alongside design, I explore artificial intelligence—from generating images with MidJourney and Stable Diffusion to experimenting with LLMs like ChatGPT and Qwen. This passion allows me to merge design and technology, bringing ideas to life through innovative, future-ready solutions.

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Experience

TODAY
2024

AWMENTA

- Lead visual design and strategy.
- Define user flows and interactions.
- Create and maintain design systems.
- Multiplatform and responsive design.
- Collaborate with development teams.

2024
2023

BKPITAL

- UX strategy for marketing campaigns.
- User personas and journey mapping.
- Website usability optimization.
- Marketing content creation.
- Data-driven design decisions.

2023
2017

Brand Tenders

- UI/UX for web and mobile.
- Brand identity and design systems.
- Usability testing and iteration.
- Visual storytelling for social media.
- Independent client management.

2016
2013

Ergo Comp

- Brand identity design.
- Web design and development.
- Social media content creation.

Courses

- Sugar CRM, 2025
- MidJourney Prompting, 2024
- Prototyping from scratch with Figma. Crehana, 2022
- Shopify. Crehana, 2022
- Bootcamp. The Futur, 2021
- Case Study. The Futur, 2020
- Stylescapes. The Futur, 2020

Education

UMM

- Graphic Designer bachelor.

Skills

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

Awards

- Logo design, Bruguera Comic Books, 2013

UI/UX

- Information architecture
- Usability testing
- Design systems & UI style guides
- Responsive & multiplatform design
- Mobile design

Interests

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