

# DANIEL FLORES

illustration  
concept art  
creative genius

I LIKE TO DRAW



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# BIO

Born in East LA with a pencil in my hand, I was a creative child, drawing on every surface I could find. My imagination would take off with images of Hanna-Barbera cartoons, Bugs Bunny and stories of Aztec bravery as told by my history teacher in Mexico City where I attended middle school.

I learn by experimenting and it all started with drawing, and since then I have added several other art skills to my pool of talents including: Tattoos, Fine Art, Graphic Design and Mobile Game Illustration.

Ever since arriving in Atlanta in 1994, I have been involved in the art community starting with group art shows as Curator of the Mano A Mano Art Exhibit Series. With my Wife Aisha Flores, we founded Denominator Graphics with a focus on building websites for young artists to have an online portfolio and promote their art to potential Fine Art collectors.

In 2002 my tattoo studio won Creative Loafing's Best of Atlanta award and I've been featured in magazines and online interviews including a bit on the 2012 July issue of ImagineFX Magazine. In 2005 my art was shown at the High Museum of Art in Atlanta as part of the Art Beats + Lyrics Art Show.

Since 2004, I have participated in over 25 group artshows in the Atlanta Area. Art is my passion and my creativity overflows with non-stop art projects. Art is also my profession and I'm thankful for the opportunity to create!

## INTERESTS

Arts, sports, religion, history, graphic design, painting, sketching, illustration and anything related to sharing culture

## LANGUAGES

Fluent Spanish and English





# EXPERIENCE

## GENERAL ASSEMBLY

### Adobe Instructor

2015 – Present

I organize the monthly Adobe User Group Meeting  
Teach Bootcamps, Classes and Workshops on Adobe Software including Illustrator, Photoshop, InDesign, Audition and Muse  
Teach Visual Design and Typography classes.  
Teaches material from approved curriculum and instructional aids.  
Motivates students to actively participate in all aspects of the educational process.  
Excellent interpersonal, influencing, and presentation skills.

## VISUAL ART WERKS

### Creative Director/ Lead Artist

2012 - Present

Create new worlds; Develop original characters  
Design UI assets; Direct Artists in completion of gaming assets  
Develop and publish mobile games for iOS, Android and WP8  
Develop Gamification Strategies for company internal use  
Develop Styles and Language to brand games

## DACREATIVEGENIUS

### Live Scribe, Graphic Facilitator, Professional Sketcher

2006 - Present

Draw live the messages shared by a speaker in a company meeting or large event.  
Traditional materials include paint markers, inks and pencils on canvas, paper or whiteboards.  
Draw digitally with an iPad Pro, Surface Pro 4 and Samsung Galaxy Note 10.  
I have Scribed at events for: Arby's, McDonalds, Coca Cola, Green Collective, Microsoft, FlatIron City and TEDx Peachtree.  
Created installations for: Supply.com, Art Beats + Lyrics, Atlanta Tech Village, HodgePodge Coffeehouse, Takai's, General Assembly, Newell Rubbermaid and Tech Square Labs.

### Digital Illustrator

Create original illustrations for apparel, merchandise, children's books, murals, installations, brand visuals and infographics.  
I start most illustrations with pencil on paper while sometimes I draw directly on a digital surface to explore the idea with various sketches.  
Once illustration is approved, I complete the digital version in Adobe Illustrator to give the client a vector file and allow their logo to be scaled for various purposes from print to web to mobile.  
Created Illustrations for: General Assembly, Georgia Tech, ATDC, Tech Square Labs, Microsoft, Adobe Creative Cloud and Surface UK.



# EXPERIENCE

## ***FUTURE FOUNDATION***

### **Art Instructor**

Expand the art experience and explore the creativity of underserved teens aged from 13 - 18 years old by working together on art projects that teach discipline, commitment and awaken the passion for the creative process.

Teach drawing fundamentals with digital tools like the Microsoft Surface Pro 4 and Manga Studio.

Teach drawing techniques with traditional tools like pencils, pens, markers, brushes, acrylic on canvas and paper.

Assist students in building an art portfolio to showcase their emerging talents.

Counsel emerging artists in effective art monetizing methods to build a brand and art business.

2014 - Present

## ***LUCCOM.COM***

### **Lead Designer/Freelance**

Lead web solution consultations with clients

Design interface elements using Adobe Illustrator

Create Web and Print Layouts on Adobe Photoshop

Oversee all aspects of design and applications in a project

2001 - 2015

## ***DENOMINATORGRAPHICS.COM***

### **Brand Marketing Director /Freelance Designer**

Develop and create Brand Marketing, Graphic Design for Web, Print and Social Media for clients

Create branding packages including promotional materials to attract new clients and build the business

Plan, research and process client's goals and implement marketing strategies fit to industry standards

Lead Social Media Marketing workshops and one on one class

2006 - 2015

## ***VANTAGE POINTE STUDIOS***

### **Graphic Designer**

Master Tattoo Artist

First Latino Owned Tattoo shop in the state of Georgia

Created first website for Vantage Pointe in 1998

Provided design and illustration support for small business

Marketing and Promotion design for print

1997 - 2005





# DRAWING



Pencil, Ink and Marker Drawings for Beats + Lyrics 2 Go Albums



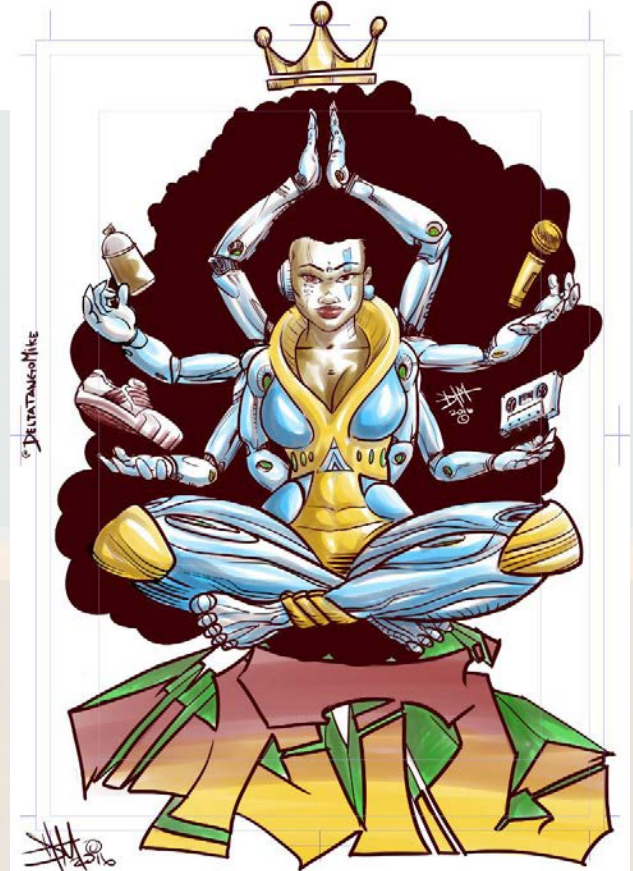
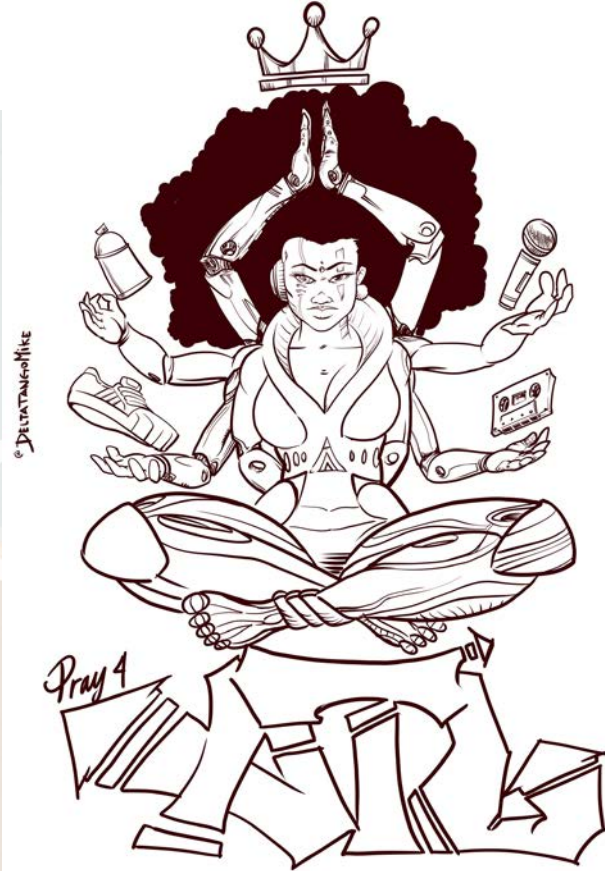
# ILLUSTRATION



Illustrations drawn on iPad Pro (Adobe Illustrator Draw) and Surface Pro 4 (Adobe Illustrator).

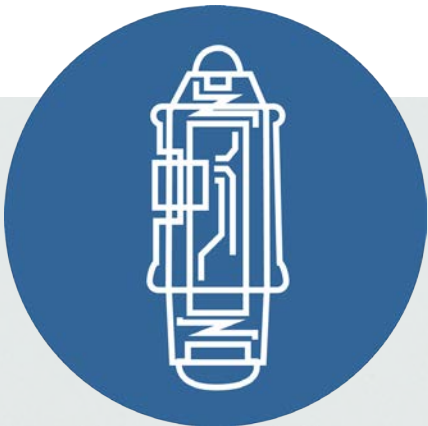


# CONCEPT ART

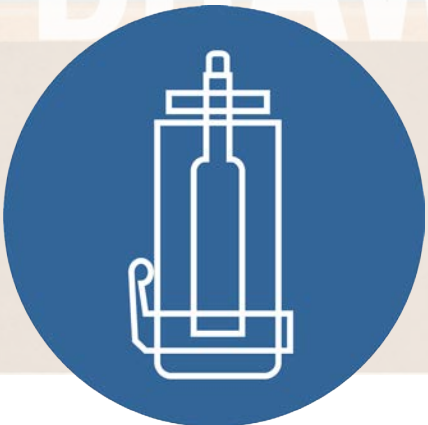


Digital Illustrations start in pencil or on a drawing tablet. Final artwork is completed in Adobe Illustrator for Vector output for web, print and mobile.

# ICONS



I LIKE TO DRAW



Icons and art assets for web and mobile applications. Created in Adobe Illustrator, exported to SVG.



# FINE ART



My fine art style is very bold, colorful and I use a combination of acrylic paint, markers, pencils, charcoal on canvas, wood and anything else I get my hands on.

# CLIENTS



Microsoft



***Newell Rubbermaid***<sup>TM</sup>  
Brands That Matter

Follow and subscribe for updates and tutorials on the art style and technique of DTM.



@dacreativegenius



@deltatangomike