

Fabián Flores Bernales www.fflores.info

Brand identity, Storytelling, and Visual documentary
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Over 15 years of experience in **brand identity**, **storytelling**, and **visual documentary** work with brands and non-profit organizations in diplomacy, education and culture, with a focus on technology, innovation, and science. I design and manage content strategies, leverage new media, and develop effective communication solutions supported by impact measurement tools.

Experience

Organisation of Southern Cooperation (OSC)

Executive Office of the Secretary-General (2022 to date)

- As a Public Outreach and Strategic Communications Officer and Senior Specialist Audio Visual, creating, developing and updating the visual identity of the OSC in all digital media and events, as well as creating the history and visual archive of the organisation and its current Secretary-General, analysing the interaction between the organisation and the public and the media to optimise the communication strategy, and advising senior management and teams on improving the communication process of their projects.

cartameridional.com

(2025)

- As editor, art director, and communications advisor to Manssour Bin Mussallam, Secretary-General of the OSC, I created and designed the communication strategy and visual production for Manssour's first publication.

Universidad de Santiago de Chile (USACH)

Vice Rector's Office for Research, Development and Innovation (2021 to 2023)

- As a lead designer, designing products and websites, and making a new design system.

The Community Cohort Study

(2021 to 2023)

- Managing the communications team, making a new brand identity, advising the team of scientists in information design, designing products and websites since the product definition stage, building The Community Cohort Study brand through a design system, and managing social networks.

Consortio de Universidades del Estado de Chile (CUECH)

Executive Secretariat (2017 to 2022)

- As a Communications Consultant, making a new brand identity, designing products and websites since the product definition stage, qualitative research with users, building the Consorcio de Universidades del Estado de Chile brand through a design system, and analyzing user interaction data on digital platforms.

Universidad Tecnológica Metropolitana (UTEM)

Vice Rector's Office for Technology Transfer and Extension (2012 to 2021)

- Managing the communication team, designing products and websites since the product definition stage, qualitative research with users, building the Universidad Tecnológica Metropolitana brand through a design system, and analyzing user interaction data on digital platforms.

Unión de Responsabilidad Social Universitaria Latinoamericana (URSULA)

(2016 to 2019)

- As a Communications Consultant, designing products and websites through a design system.

Festival de Cine de Mujeres de Santiago (FEMCINE)

(2013 to 2019)

- Managing the design team, designing products and websites, and building the FEMCINE brand through a design system.

Freelance

(2008 to date)

- Developing communication strategies and product design for universities, publishing houses, foundations, and social organizations.
- Advising on advertising content for companies

Education

- Visual Communication Designer, Universidad Tecnológica Metropolitana
- Diploma in Typography, Universidad de Chile
- Certification in digital communication, Universidad Nacional de San Martín, Argentina
- Certification in Service-Learning Methodology, Pontificia Universidad Católica de Chile

Skills

Expert

- Image editing, text design and digital graphics software
- WordPress website administration
- Photography
- Videography
- Typography

Competent

- Audiovisual editing software

Beginner

- Computer development software

Languages

- Spanish – Native speaker
- English – Fluent