

Fabián Flores Bernales

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Senior Communications and Brand Identity Specialist with 15+ years of experience driving storytelling and visual strategy for diplomatic, educational, and cultural organizations. Expert in developing comprehensive design systems and content strategies that leverage new media to enhance organizational impact. Proven track record in building brand identity from the ground up and translating complex scientific/technical concepts into accessible visual narratives.

Experience

Communications Officer

Organisation of Southern Cooperation (OSC) | 2022 - Present

- Developed and executed a global communication strategy for the Executive Office of the Secretary-General, increasing digital engagement by 35% across social media platforms within the first year.
- Created and managed the organization's comprehensive visual identity and historical archive from scratch, ensuring brand consistency across 15+ international events and all digital media.
- Advised senior management and cross-functional teams on communication processes for high-profile projects, resulting in a 20% faster approval rate for external publications.
- Analyzed public and media interaction data using analytics tools to optimize communication strategies, leading to a 25% growth in audience reach.

Communications Consultant

cartameridional.com / Manssour Bin Mussallam | 2025

- Served as editor, art director, and communications advisor for the OSC Secretary-General's first publication, designing the visual production and communication strategy that supported a simultaneous digital release in two languages, Spanish and English, generating over 3,000 downloads from across five continents.

Lead Designer

Universidad de Santiago de Chile (USACH) / Vice Rector's Office for Research, Development and Innovation | 2021 - 2023

- Led the design of 10+ digital products and websites, establishing a new design system that unified the Vice-Rector's online presence and improved user experience.
- Collaborated with researchers and developers to translate complex scientific concepts into accessible visual formats, increasing website traffic by 30%.

Communications Manger

The Community Cohort Study | 2021 - 2023

- Managed a team of 3 communications professionals, developing a new brand identity and design system that increased brand recognition and user retention on digital platforms by 20%.
- Advised a team of scientists on information design, translating complex data into clear visual narratives for public audiences.
- Designed digital products from the product definition stage, resulting in a 15% increase in user engagement across social networks.

Communications Consultant

Consortio de Universidades del Estado de Chile (CUECH) / Executive Secretariat | 2017 - 2022

- Developed a new brand identity and design system for a consortium of 18 public universities, unifying their communications and increasing digital interaction by 25% .
- Conducted qualitative user research to inform product design, leading to a 20% improvement in user satisfaction scores on consortium websites.
- Analyzed user interaction data on digital platforms to optimize content strategy, resulting in a 30% growth in average session duration.

Communications Manger

Universidad Tecnológica Metropolitana (UTEM) / Vice Rector's Office for Technology Transfer and Extension | 2012 - 2021

- Led a communications team of 4 members, overseeing the design of digital products and websites from the concept stage, which increased online engagement by 40% over three years.
- Built the university's brand through a scalable design system, ensuring consistency across all communication channels and materials.
- Conducted qualitative research with students and faculty to refine digital tools, improving usability scores by 25%.

Communications Consultant

Unión de Responsabilidad Social Universitaria Latinoamericana (URSULA) | 2016 - 2019

- Designed digital products and websites using a modular design system, reducing production time by 30% and ensuring brand consistency across the organization.

Lead Designer

Festival de Cine de Mujeres de Santiago (FEMCINE) | 2013 - 2019

- Managed a design team of 3 members, creating and implementing a design system for the festival's brand, which contributed to a 20% increase in audience attendance over two editions.
- Designed promotional materials and websites that enhanced the festival's visibility and aligned with its mission.

Freelance Communications Consultant | 2008 - Present

- Developed communication strategies and product designs for 15+ clients, including universities, publishing houses, foundations, and social organizations, consistently receiving positive feedback for clarity and impact.
- Advised companies on advertising content, resulting in improved campaign performance and client retention.

Education

- Visual Communication Designer, Universidad Tecnológica Metropolitana
- Diploma in Typography, Universidad de Chile
- Certifications: Digital Communication (UNSAM, Argentina); Service-Learning Methodology (PUC Chile)

Core Competencies / Skills

- **Brand & Visual Strategy:** Brand Identity · Design Systems · Art Direction · Visual Storytelling · Information Design
- **Audiovisual & Documentary:** Photography · Videography · Visual Archive Management · Documentary Production
- **Digital & Content Strategy:** Content Strategy · Social Media Management · Web Design (WordPress) · Audience Analysis · Impact Measurement
- **Technical Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro), Figma · WordPress · Google Analytics
- **Soft Skills:** Team Leadership · Cross-functional Collaboration · Stakeholder Management · Qualitative Research

Languages

- Spanish – Advanced (Native speaker)
- English – Advanced