

■ DESIGNER • CREATIVE DIRECTOR

# Abraham *Garcia Flores*

Interdisciplinary designer, artist, and educator based in Charleston, South Carolina. Since 2014, director of Workhorse — an interdisciplinary design studio headquartered in Washington, DC, providing integrated branding and design services to experts and entrepreneurs. Deep practice spanning brand strategy, creative direction, photography and video production, web design, and AI-integrated workflows. Track record of launching products, brands, and institutional events with founders, cultural organizations, and mission-driven clients.

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## Strengths in practice

### DESIGN, ART, AND CREATIVE DIRECTION

A truly interdisciplinary practice as a strategist, writer, and technologist — anchored in authentic, human experience and compelling storytelling. Develops holistic brands and creative campaigns that resonate intuitively with consumers and effectively motivate them to action.

### WEB DESIGN, WORDPRESS, AND AI INTEGRATION

Designed and developed websites and applications for Giffords, ADL, PBS Kids, and Priori Skincare, managing development teams and client relationships across every phase. Since 2022, an AI-native practice centered on custom design systems and growth-based methodologies.

### PHOTOGRAPHY AND VIDEO PRODUCTION

Built media libraries for consumer brands and institutions across skincare, floral, and lifestyle sectors. Command of the entire production spectrum — user-generated content, stock imagery, and professional production shoots — with a consistent track record of press-ready, high-quality photography and video content.

### WASHINGTON, DC STUDIO ACCESS

The Workhorse headquarters on Capitol Hill is a two-story carriage house with two floors of production space and a dedicated conference room — available to collaborators for meetings, production, and workstations.

## Workhorse Collective

### [Workhorse Collective](#)

WASHINGTON, DC &  
CHARLESTON, SC  
2014 - PRESENT

### Design and Technology Director, Managing Partner

Leading end-to-end brand strategy, creative direction, and design for an award-winning studio serving cultural institutions, educational organizations, and founder-led brands.

#### HOSPITALITY & TOURISM

Eastern Market Mainstreet,  
Melange,  
Epic Curing and Smokehouse,  
DC Environmental Film Festival,  
Double Exposure: The  
Investigative Film Festival,  
DC/DOX (DC Documentary Film  
Festival),  
National Women's History  
Museum,  
DC Public Library

#### TECH & DATA

Avhana Health,  
Datafresh,  
Neurogazer,  
Surprise Ride,  
Starry Night Capital,  
Blueprint Equity,  
Lavrock VC,  
Transit Labs,

#### SCIENCE-BACKED CONSUMER & HEALTH

Bodywear,  
Body Baby,  
Center for Plastic Surgery,  
Kane NY,  
Priori Skincare,  
Superfoods Rx

#### REAL ESTATE

Bozzuto,  
Vornado,  
Coba,  
Crystal City BID,  
Faison

#### EDTECH & E-LEARNING

American Association of Chemistry  
Teachers (AACT),  
PBS Kids,  
PBS Digital,  
Demme Learning,  
Resume Place

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- Launched Workhorse with a pioneering distributed talent model, activating and sustaining a network of elite experts.
  - Led a strategic merger to build a unified, design-led digital marketing studio serving emerging lifestyle brands; integrated teams, process, and pipeline to drive sustained growth.
  - Positioned Workhorse as a key collaborator during the 2020 pandemic, guiding clients through digital transformation, remote operations, and process and systems modernization.
  - Directed integrated campaigns with agile teams, coordinating UGC, influencer programs, design and development, photography, retouching, motion, and video editing to deliver cohesive social media brand experiences.
  - Directed brand identity, website design, and content strategy for DC/DOX and Double Exposure film festivals, unifying advertising, campaigns, web design, and live event marketing.
  - Directed digital strategy and design for the National Women's History Museum, strengthening engagement for the world's largest online museum dedicated to women's history.
  - Designed and developed interactive e-learning websites and web applications, including projects for PBS Learning and the American Association of Chemistry Teachers (AACT), requiring specialized scientific knowledge, technical expertise, and developer collaboration.
  - Designed and developed the brand and product prototypes for Neurogazer, a neuroscience and AI startup, including identity, product design, and original portrait photography.
  - Led design for 'Up from the People: Protest and Change in D.C.' — the permanent installation at the Martin Luther King Jr. Memorial Library in Washington, D.C.
  - Partnered with advocacy organizations including ADL, Giffords, and the American Immigration Council to deliver pandemic-era digital transformation, producing online galas and campaigns that maintained donor engagement.

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§ 03  
PRIOR WORK

## Selected experience

### **Bloompop**

WASHINGTON, DC  
2013 - 2014

### **Designer, Frontend Developer**

Launched the 'Etsy for Florists' as an integrated brand, product, and content system. Comprehensive product and go-to-market design for a seed-stage floral business startup.

- Developed an integrated brand, product, and content system from zero to launch for a seed-stage floral business startup based out of the 1776 incubator in Washington, DC.
- Designed and produced the viral 'My Fake Valentine' campaign, leveraging product features to drive national press and brand recognition (NPR, The Washington Post).

### **Genius (Rap Genius)**

BROOKLYN, NY  
2012 - 2012

### **Designer, Frontend Developer**

Culture-forward design and development at a fast-growing music platform. Helped evolve the product from a lyrics site into a headline-grabbing annotation platform.

- Led early product and brand design as Genius evolved from a niche lyrics site into the internet's annotation platform.
- Collaborated with artists and creative partners to develop viral content and branded experiences that fueled viral moments and

cultural relevance.

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**CP+B (Crispin Porter + Bogusky)**

LONGMONT, CO  
2011 - 2011

**Design Intern**

Fast-paced branding and design at an iconic advertising agency working on national and global campaigns. Lead design on new business pitches for Fortune 500 brands.

- Owned story, creative comps, and presentations for Microsoft's Windows 8 launch pitch, which won the account and expanded CP+B's technology portfolio.
  - Supported integrated advertising campaigns for AmEx, Kraft, and Domino's, working across print, digital, and experiential channels.
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**Innovative Solutions International**

ROSSLYN, VA  
2009 - 2010

**Designer**

Strategic and technical design and illustration for the Federal Aviation Administration (FAA) and other government transportation agencies and initiatives.

- Worked directly with engineers and scientists on communication and design projects related to Global Positioning System (GPS) and new technology initiatives, translating complex technical language into approachable, informative, and concise writing and design.
  - Produced high-resolution photography and designed high-quality, detailed, and accurate technical design, illustrations, catalogs, and exhibition graphics.
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**La Clinica del Pueblo**

WASHINGTON, DC  
2007 - 2010

**Communications Officer**

Communications, design, and marketing for a non-profit clinic serving the immigrant population in NW Washington, DC.

- Led new campaigns and initiatives to appeal to fundraisers while maintaining a brand that represented unity and strength in the community.
  - Collaborated across departments and disciplines and partnered with organizations like the Human Rights Campaign for events and fundraisers.
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**The Media Network**

SILVER SPRING, MD  
2007 - 2009

**Designer, Account Executive**

Comprehensive research and behavioral design for Hispanic and Latino populations. Leading evidence-based creative strategy, research, and strategic insights.

- Led evidence-based creative strategy, research, and strategic insights for U.S. federal agencies: Center for Medicare and Medicaid Services (CMS), National Highway Traffic Safety Administration (NHTSA), Environmental Protection Agency (EPA), and more.
  - Managed cross-functional teams turning theory (self-efficacy, norms, perceived risk) into clear message frames, CTAs, and toolkits for Latino-focused health initiatives.
  - Built and managed a custom digital asset management (DAM) system to organize and distribute campaign materials across diverse projects and stakeholders.
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## Teaching

**George Mason University**  
FAIRFAX, VA  
2016 - 2016

### Professor, Adjunct

Designed and taught web design and usability courses focused on interdisciplinary, user-centered digital experiences.

- Guided students through an iterative design and development process of research, prototyping, and product development.
- Integrated design theory, art history, and philosophy of science to build students' design intuition.

**Maryland Institute College of Art (MICA)**  
BALTIMORE, MD  
2010 - 2011

### Graduate Assistant

Supported design faculty in advertising, electronic media, and visual communication courses for undergraduate and graduate students.

- Led studio critiques and hosted office hours, giving students the conceptual framework to talk about, present, and defend their work.
- Assisted with syllabus development, project prompts, and assignment sequencing to balance conceptual rigor and technical skills.
- Delivered lectures and demos on advertising design history, copywriting, digital tools, interactive media, and emerging design practices.

## Training

**Maryland Institute College of Art (MICA)**  
BALTIMORE, MD  
2010 - 2012

### Master of Fine Arts (MFA) — Graphic Design

- Collaborated with graduate advisor Ellen Lupton and graduate studio partners on 'Type on Screen: New Typographic Systems.' Contributions included original research, writing, and icon design featured in Chapter 4: Icons and Logotypes.
- Thesis centered on the history of sound and image technology through a deconstruction of electronic media — from image, to sound, to symbol, emergence, and then to silence — using custom-mapped MIDI controllers, Ableton, and Quartz Composer.
- Conducted graduate research on design for public and community health. Documented a workshop with the Baltimore City Health Department and the MICA Center for Social Design in collaboration with the Noun Project.

**The University of Texas at Austin**  
AUSTIN, TX  
2000 - 2005

### Bachelor of Science (BS) — Human Biology, Social Aspects of Health and Disease

- Unique interdisciplinary science degree focused on history, human evolution, and research/writing methods for public health. Coursework in anthropology, language, psychology, social sciences, natural science, and mathematics.
- Mentored first-year natural sciences students in the Partnership for Excellence in Natural Sciences (PENS), supporting first-generation

students through integrated coursework, counseling, tutoring, fellowship, and mentoring.

- Completed coursework in Spanish, German, and natural sciences at the Universidad de Santiago de Compostela, Spain.

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**The University of  
Texas Health Science  
Center**

AUSTIN, TX  
2005 - 2006

**Graduate Certificate — Public Health Communication**

- Completed an accredited, accelerated graduate certificate spanning epidemiology, biostatistics, health behavior/health promotion, environmental health, and health policy/management.
- Graduate assistant to behavioral scientist Alfred L. McAlister, ScD; supported behavioral research and health communication projects through literature reviews, instrument development, and data management/analysis.
- Used behavioral theory constructs (e.g., self-efficacy, perceived risk, social norms) to shape health-promotion strategies and evidence-based messaging.

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§ 06  
RECOGNITION

**Awards & features**

**2024 Congressional Record 2024 · United States Congress**

Creative direction and design for a pioneering music event hosted at the United States Capitol, which included bipartisan musical performances from sitting members of Congress.

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**2023 DC/DOX Brand and Digital Design**

Led an integrated effort with festival founders to launch a culturally significant brand and documentary film institution in Washington, DC.

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- **Core77 Design Award — Exhibition Design · Core77**

For 'Up from the People: Protest and Change in D.C.' — the permanent installation at the Martin Luther King Jr. Memorial Library in Washington, D.C.

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- **AIGA50 Award for Investigative Film Festival · AIGA**

Branding and design for Double Exposure: Investigative Film Festival.

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- **Core77 Design Award — Public Health Campaign · Core77**

For 'Status Update,' a Baltimore City Health Department public health campaign.

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**2012 Type on Screen — Featured Work · Ellen Lupton**

Design, writing, and research featured in 'Type on Screen' by Ellen Lupton. Completed at Maryland Institute College of Art (MICA).

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§ 07  
TOOLBOX

**Craft & competencies**

**BRAND & CREATIVE DIRECTION**

Brand Strategy · Identity Systems ·  
Creative Direction · Campaign Development ·  
Content Strategy · Visual Language

**DESIGN & VISUAL**

Adobe Creative Suite · Figma · Sketch ·  
Typography · Editorial Design ·  
Exhibition Design

## PHOTOGRAPHY & MOTION

Studio Photography · Portraiture · Retouching ·  
UGC Production · Motion Graphics ·  
Video Editing

## AI & AUTOMATION

Midjourney · ChatGPT · Claude ·  
LLM prompt systems ·  
AI-integrated design workflows ·  
Custom design systems

## WEB & DEVELOPMENT

HTML / CSS / JS · WordPress · Webflow ·  
Shopify · Frontend Development ·  
CMS Architecture

## LEADERSHIP

Team Leadership · Studio Operations ·  
Client Management · Distributed Collaboration ·  
Mentorship

§ 08  
COMMUNITY

## Volunteer & fellowships

### James Island Arts Council

CHARLESTON, SC  
2018 - 2020

### Communications Officer and Designer

Communications and design for a local non-profit arts council in James Island, South Carolina.

- Standardized brand identity, marketing, and design for a non-profit community arts council.
- Created and managed campaigns for community initiatives, including an annual art auction in coordination with area middle and high schools. Student art was exhibited and auctioned alongside established sea island artists.

### Redux Contemporary Art Center

CHARLESTON, SC  
2018 - 2021

### Studio Artist

Showcased motion graphics, risograph posters, and zines. Final pieces sold at the yearly studio artist gala.

- Participated in regular Open Studio events, inviting the public to engage with the creative process, fostering community connections, and creating opportunities for art sales and networking.

### Center for Design Practice

BALTIMORE, MD  
2011 - 2011

### Design Fellow

Led digital and interactive design for an award-winning Baltimore City Health Department health marketing campaign.

- Conducted user research by attending and documenting Baltimore Ballroom scene events.
- Participated in a panel discussion at Johns Hopkins University to evaluate the collaboration with the city and discuss campaign impact and the role of design in public health.