



CARLO A. FLORES
CREATIVE DIRECTION
CARLOSOUTPOST.COM





INDUSTRY EXPERIENCE

Storytelling, Communications & Media, Content & Publishing, Digital Marketing, Tech Solutions, Automotive, Cross-Functional Marketing, Integrated Marketing & Brand Strategy, Strategic Communication & Media Management, Market Research & Consumer Insights, Client & Stakeholder Relations, Consumer Goods and Services, Retailing marketing, broadcast.

PROFILE

Carlo A. Flores

CREATIVE DIRECTOR, DESIGN LEADER, PEOPLE MANAGER / LOS ANGELES, CA

As an Emmy and Promax Gold award-winning, Los Angeles Times recognized artist, design leader, creative director, motion graphics art director, design strategist, and people manager, I bring over two decades of professional experience. My career is defined by strong leadership, creative collaboration, and building lasting partnerships with top Fortune 500 brands and stakeholders—while passionately leading people, empowering artists to shape ideas that align with client goals, and fostering an environment of excellence and creativity. I’ve worked with leading agencies to produce award-winning campaigns for FX Network, Beats by Dre, and the CW Network.

During my tenure as a design leader at Meta Creative Shop, I helped drive innovative campaigns for clients such as Logitech, Volvo, eBay, Adidas, Chrysler, Kia, and Vogue Magazine. My work in AR, VR, and web3—particularly in motion graphics—was pivotal in evolving how visual storytelling can become immersive and interactive.

I remain hands-on in the creative process, mentoring talent while spearheading high-profile projects that transform company values into meaningful, engaging experiences. My commitment to nurturing teams, driving innovation, and anticipating trends has consistently led to pioneering, high-impact work.

RELEVANT WORK EXPERIENCE

Accenture (2024 - present)

CREATIVE DIRECTOR

As Creative Director of at Accenture, I led creative for the full Meta DRM team, partnering with account leadership to strengthen our Meta relationship. This included campaigns for Meta Quest 3, Meta Quest 3s launch, Metaverse, Horizon Worlds, and Batman Arkham Shadow, contributing to Meta’s \$48 billion Q4 2024 revenue and supporting DRM advertising goals.

Known (2023)

CREATIVE DIRECTOR

I oversaw the creative direction of the Audible partnership, working with writers, artists, designers, and strategists to develop original innovative content and campaigns. Led the production of content across all art and social channels, ensuring that all work met the highest standards of quality, creativity and pixel perfect standards while establishing Audible’s company best practices.

Meta Creative Shop / Instagram / Facebook (2018-2023)

CREATIVE DIRECTOR / CREATIVE DESIGN LEAD

As the Creative Shop North America Design Leader, I led collaborative initiatives with strategists, cross-functional partners, and key clients. Spearheaded new initiatives, expanded branding systems, and enhanced features across Meta’s family of service-based apps. Delivered cutting-edge storytelling, creative content, and world-class advertising solutions for billion-dollar initiatives. Mentored junior designers, integrated technology, research, and business insights, and managed vendor relationships and art buyers to meet diverse client needs, expanding design capabilities.

META QUEST GIFTING CAMPAIGN 2024

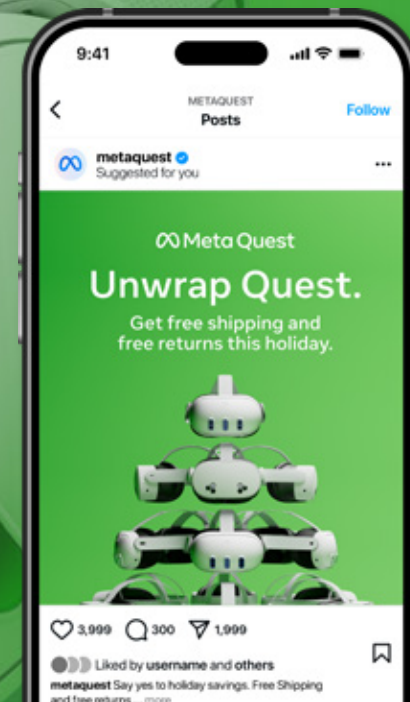
HOW DO YOU SHOW 'HOLIDAY' WITHOUT SHOWING IT?

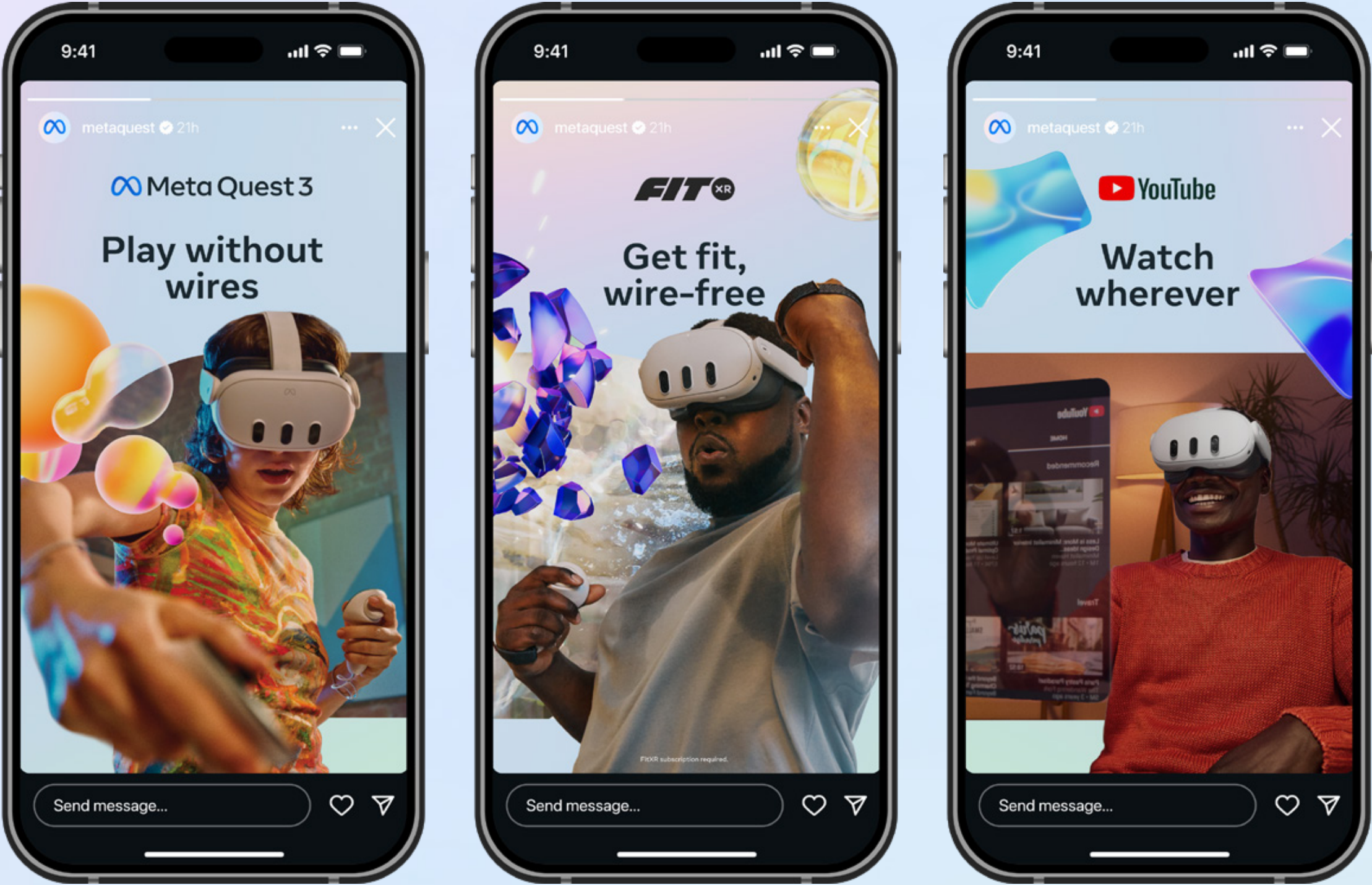
CASE STUDY

This question set the tone for the 2024 Meta Quest Seasonal Gifting Campaign, a high-stakes initiative timed for the peak November-to-December shopping window. Collaborating with the DRM team, I led the creative direction using a “Holiday Agnostic” and “Quiet Luxury” approach, ensuring we evoked festive energy without resorting to traditional seasonal clichés.

With Teens and Young Adults (TAYA) representing about 60% of the Meta Quest user base—and their parents serving as the primary purchasers—we focused on bridging both audiences. We tapped into a shared sense of nostalgia and paired it with polished, modern visuals. The key execution was a clever and inventive twist: arranging the newest Meta Quest 3S and Meta Quest 3 lineup in the silhouette of a Christmas tree. By presenting a subtle yet unmistakably festive image, we showed how to convey holiday cheer without explicitly saying “holiday” through imagery.

Fulfilling the project’s core objective, the full DRM campaign ecosystem extended this concept across Meta’s social media channels, Amazon, and Google. A cinemagraph animation gave our hero static added motion and a compelling thumb stopping moment, bringing understated luxury to life. Through this strategy, we delivered a campaign that felt both holiday-ready and distinctly premium—perfectly capturing the seasonal spirit we demonstrated how to say “holiday” —perfectly capturing the seasonal spirit while still leaving it to the viewer’s imagination.





META WIRELESS DRM

A dynamic collaboration showcasing immersive brand experiences—like FIT XR and YouTube—on the Meta Quest 3S platform.

META QUEST 3S LAUNCH 'BATMAN: ARKHAM SHADOW' DRM 2024

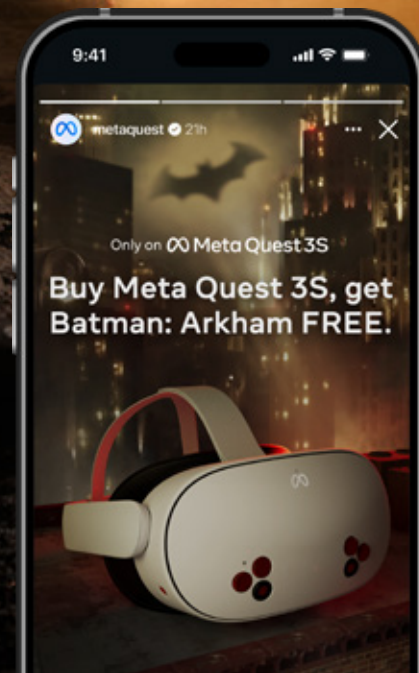
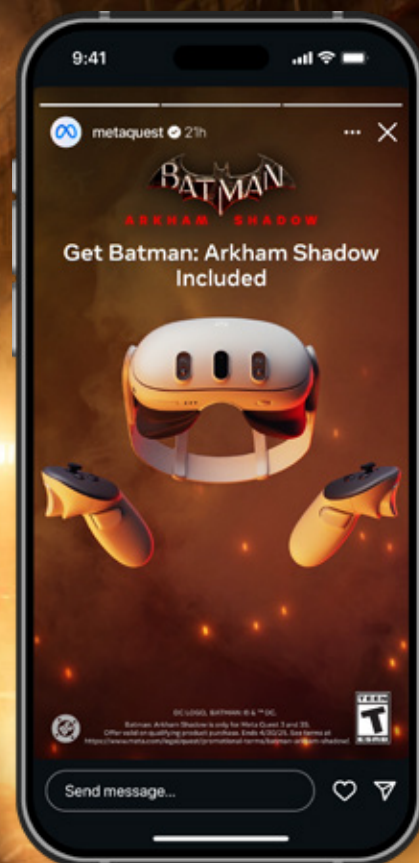
DO YOU HAVE WHAT
IT TAKES TO SAVE
GOTHAM?

CASE STUDY

We set out to demonstrate how it truly feels to experience the most cutting-edge VR game yet—Batman: Arkham Shadow—even though we could only show it on a flat 2D screen. As Creative Director alongside an expansive roster of creative directors and artists, I helped lead the campaign for the Meta Quest 3S launch, transforming the challenge of conveying VR immersion through 2D channels into a unique competitive advantage.

Collaborating with Meta and the game developer, we crafted a comprehensive, optimized DRM ecosystem to spotlight this iconic title across social channels. Leveraging the evocative key art produced by Camouflaj Studios, our team crafted a cohesive, immersive creative approach that underscored the series' revolutionary combat mechanics, compelling narrative, and the heightened immersion only VR can deliver. Strategic and copy teams joined forces to balance emotional resonance with rational benefits, emphasizing perks such as price, free shipping, and the game's inclusion with every Meta Quest 3S purchase.

Our integrated content strategy—featuring static assets, cinemagraphs, and dynamic animations—showcased the gritty allure of Gotham and conveyed the thrill of the VR experience, all within the constraints of a 2D environment. By spotlighting the power of Meta Quest 3S, we positioned Batman: Arkham Shadow as the most exhilarating VR game to date, successfully marrying creativity, strategy, and technology to elevate both the campaign and the Batman legacy.



LOGITECH CHORUS CAMPAIGN

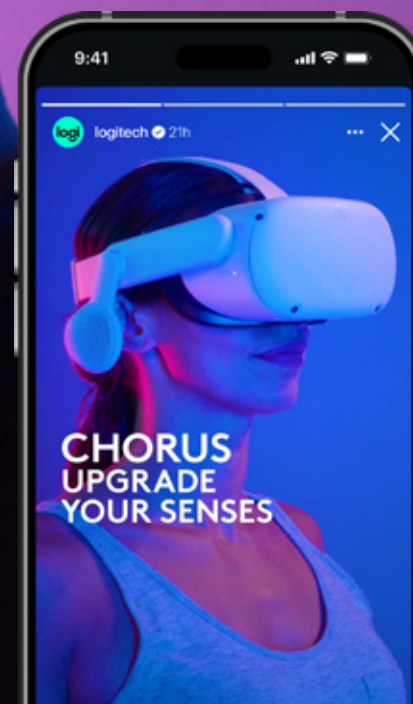
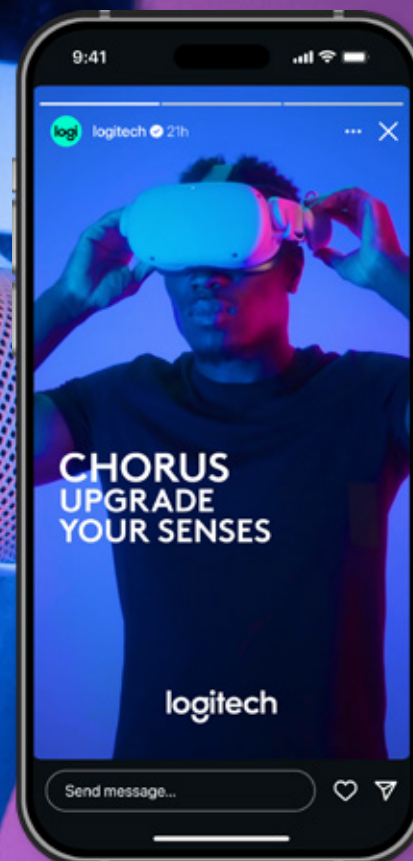
*A BREAKTHROUGH IN VR
SENSES THAT SET NEW
STANDARDS.*

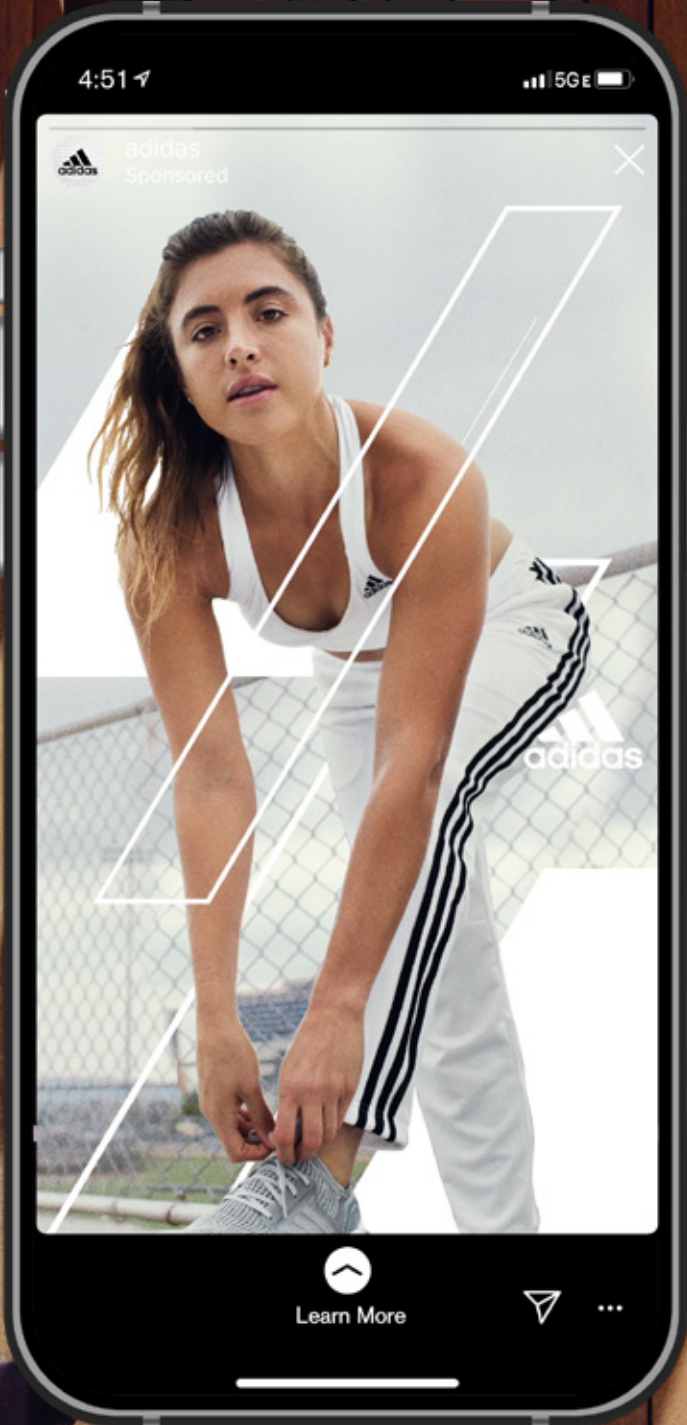
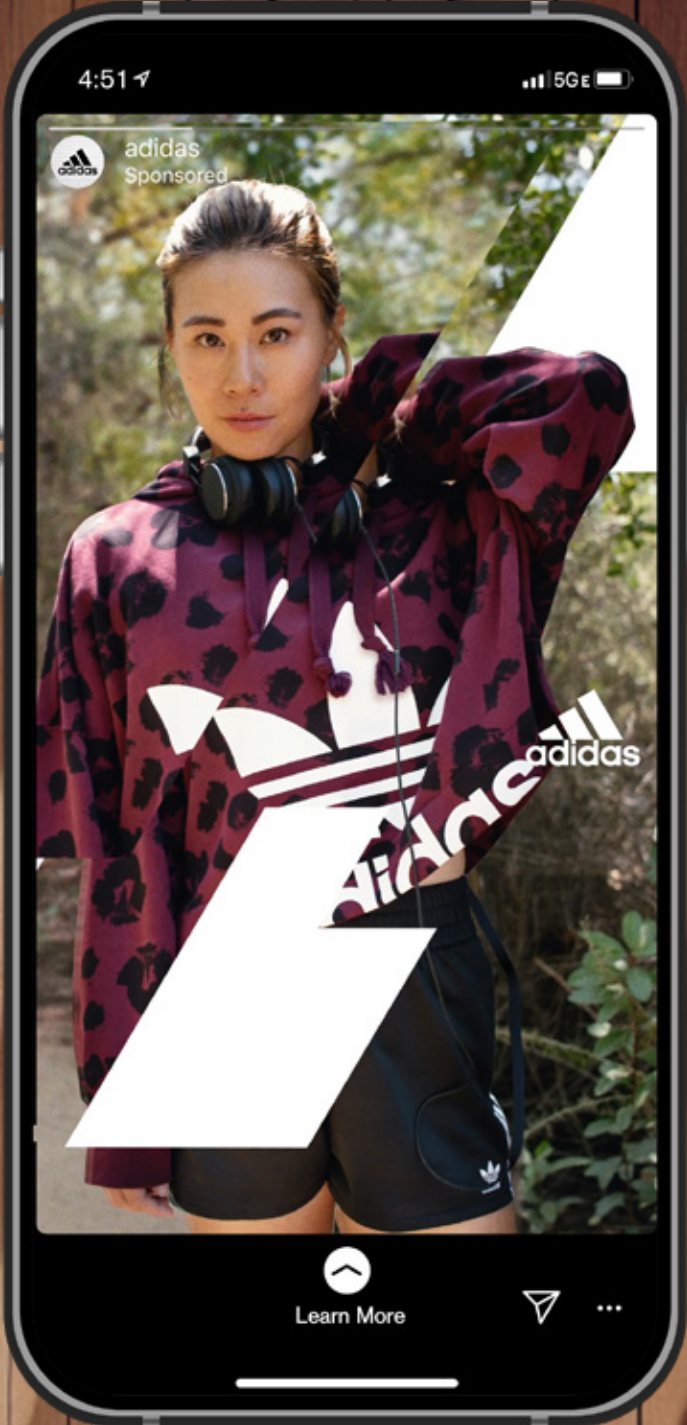
CASE STUDY

In a groundbreaking collaboration, Meta and Logitech unveiled the Logitech CHORUS—a “Made for Meta” VR accessory for the Quest 2—redefining the VR Metaverse accessory landscape. As Creative Design Lead at Meta Creative Shop, I guided this pioneering campaign, partnering with Sales, Reality Labs, and strategists to drive CHORUS sales and position Logitech as a Metaverse trailblazer.

We employed a multi-sensory approach to visually convey an immersive auditory experience, orchestrating paid ads, organic posts, VR Facebook Groups, and Reality Labs Ambassadors. Inspired by Logitech’s “Defy Logic” campaign with Lizzo, our team initially explored an all-digital strategy but evolved to integrate both live-action and digital elements for maximum impact.

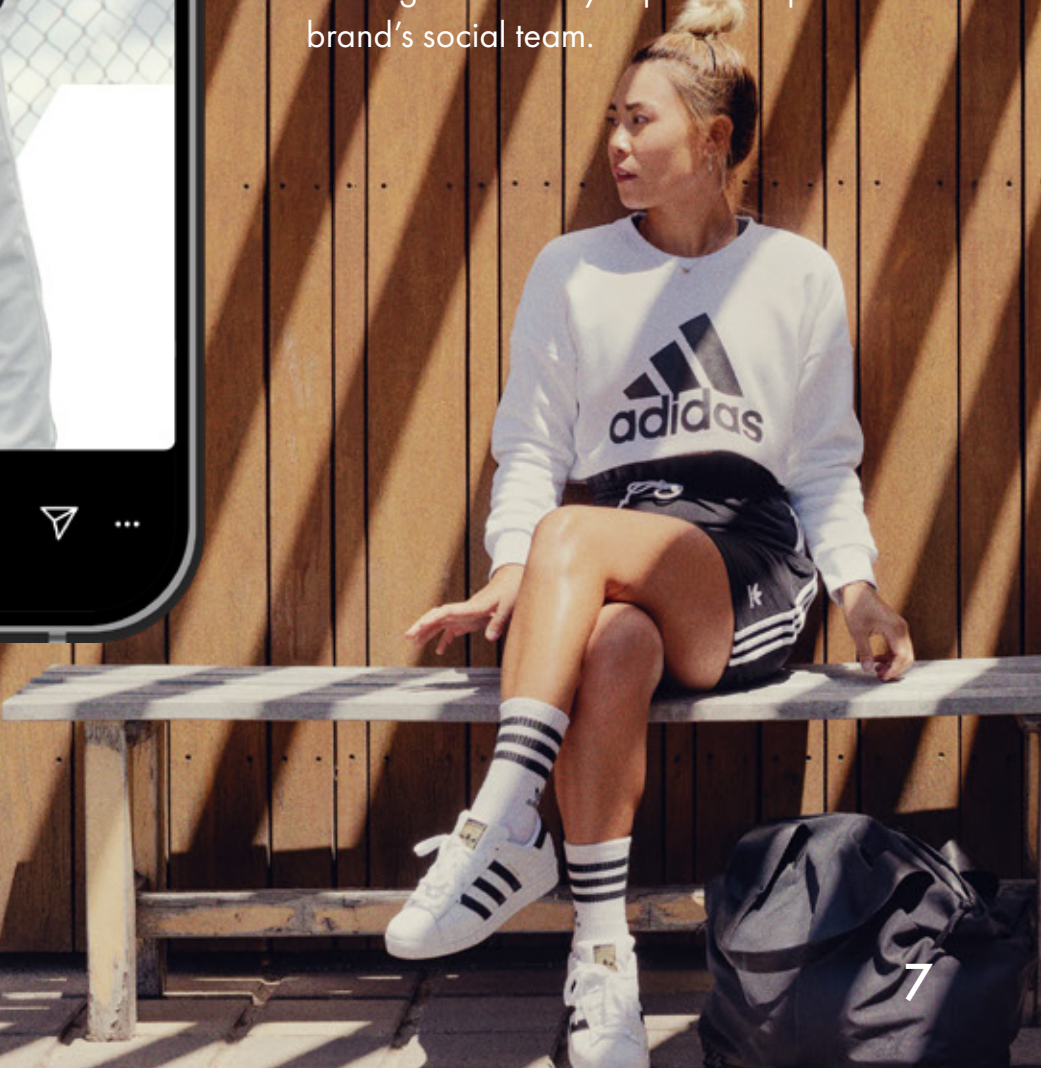
In collaboration with The Source in France, we conducted an extensive preproduction phase, blending narrative and cutting-edge visuals into a fully remote-managed live-action shoot. The resulting campaign transformed CHORUS into a Logitech best-seller, shattered partnership records, and catalyzed a billion-dollar accessory market for the Meta Quest—cementing Logitech’s status as an industry pioneer and paving the way for future Reality Lab launches with Meta..





ADIDAS UGC LIFESTYLE

Directed photoshoots and crafted a bold visual campaign with three influencers, remixing Adidas' iconic graphic language into an avant-garde identity in partnership with the brand's social team.



VOLVO PROJECT V536

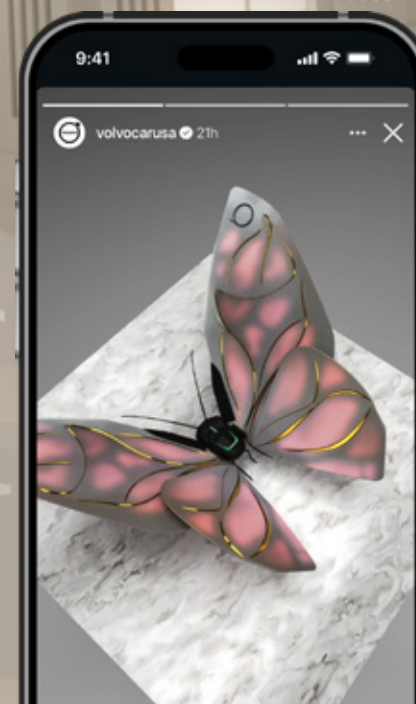
BUTTERFLIES, BLOCKCHAIN, AND A VOLVO WALKED INTO THE METAVERSE.

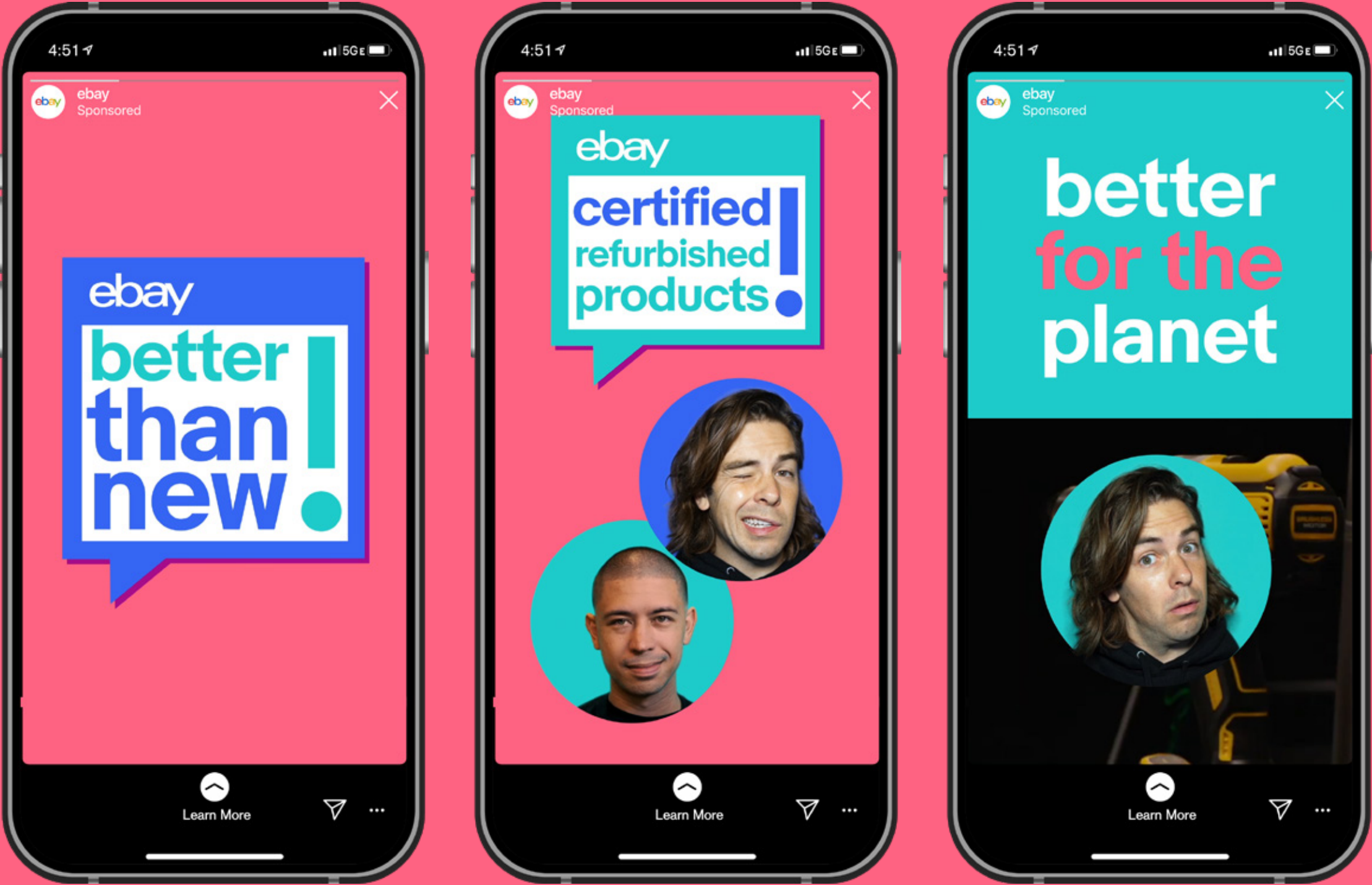
CASE STUDY

As the Creative Design Lead, I spearheaded a groundbreaking collaboration with Volvo's Innovation Labs, Meta's executive leadership, and strategists to develop a comprehensive 360-degree campaign for Volvo's V536 rechargeable prototype. Drawing inspiration from the "butterfly effect," we integrated cutting-edge mobility technology across AR, VR, and digital collectibles, pushing the boundaries of automotive marketing.

Working closely with Meta's design team, we crafted a nature-inspired butterfly design that embodied Volvo's luxury aesthetic and human-centric philosophy. The campaign launched through a phased digital rollout, featuring an art installation of hundreds of interactive butterflies accessible via a specialized AR app created with the Meta Spark team. This immersive experience allowed users to engage with the design while gaining deeper insights into the V536's LiDAR technology and prototype features.

In collaboration with Meta's sales team, we implemented a multi-tiered strategy to drive media investments, introducing an exclusive Butterfly digital collectible to enhance brand engagement and track vehicle reservations beyond the campaign's duration. Minted on an eco-friendly blockchain, these NFTs underscored Volvo's commitment to sustainability and carbon neutrality. This project set a new benchmark for innovative automotive marketing, merging art, technology, and sales strategies to redefine industry possibilities.





EBAY BETTER THAN NEW!

Developed a vibrant, clean identity with eBay's team for a slapstick-driven campaign starring two comedians. *Won a 2022 Webby for Best Social Use of Video.



FISKER LAUNCH

Directed a sleek, tech-forward campaign using striking photography and lens effects to debut the Fisker Ocean prototype, drive reservations, and promote the Fisker app—directly with Henrik Fisker and the brand team.