

[JOSEBorbon]
GRAPHIC DESIGN

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GRAPHIC DESIGN

TO WHOM IT MAY CONCERN,

I am writing to express my interest in offering my extensive experience and skills as a Senior Graphic Designer to contribute to your team. With over 15 years of expertise in product branding, logo creation, social media graphic design, video editing, and more, I have successfully translated client visions into compelling designs and concepts.

I am the founder of Kreativarte Punto Com S.A. in Costa Rica and BOFU Design in the USA—forward-thinking graphic design firms dedicated to meeting diverse client needs effectively. My proficiency spans Adobe CC, advanced digital video editing, HTML, CSS, Microsoft Office, and Apple software, operating seamlessly across both Windows and Macintosh platforms.

Since 1998, I have immersed myself in various facets of graphic design, marketing, and related industries. I am passionate about my work and grateful to align my career with my passion. I thrive on the challenge of bringing creativity and innovation to every project.

I would welcome the opportunity to discuss how my skills and dedication can benefit your organization. Please feel free to contact me at chema@joseborbon.com to schedule a convenient time to further explore how I can contribute to your team's success.

Thank you for considering my application. I look forward to the possibility of working together.

Sincerely,

José Borbón
Graphic Designer

José Borbón | San José, Costa Rica | +506 8447-9571 | chema@joseborbon.com

[facebook.com/jose.chema.borbon/](https://www.facebook.com/jose.chema.borbon/) | <https://www.linkedin.com/in/joseborbon/> | <https://joseborbon.com>

PROFILE

I am a Senior Graphic Designer with over 15 years of experience specializing in product branding, logo creation, and advanced video editing. I lead my own smart and modern graphic design company dedicated to meeting my clients' diverse needs.

My career is built upon interpreting client visions and bringing them to life through innovative design solutions. Proficient in Adobe CC, I excel in Social Media graphic design, digital video editing, branding, and am adept in both Windows and Macintosh environments. I am committed to delivering impactful visual communications.

WORK EXPERIENCE

SENIOR GRAPHIC-WEB DESIGNER

KREATIVARTE.COM | SAN JOSÉ, COSTA RICA | 2007 - PRESENT

Graphic Design / Web Design / Social Media Management company

- Responsible for daily production of innovative and effective designs.
- Led a team of 3 designers & 2 marketing specialists.
- In charge of new client acquisitions.
- Coordinated with client's Marketing Directors to accomplish their goals.

GRAPHIC DESIGNER CONSULTANT

EVEXIA CORPORATION S.A. | SAN JOSÉ, COSTA RICA | 2020 - PRESENT

First company to import and introduce CBD products to Costa Rica.

- Responsible for branding and graphic identity.
- Worked and led the marketing team for a new product introduction in Costa Rica.
- Responsible for product labels: Design, translation and requirement compliance.

COMMUNICATIONS DIRECTOR

CENTROAMERICA PASIÓN DE FÚTBOL | SAN JOSÉ, COSTA RICA |
APR 2018 - JUL 2019

International soccer television show aired on TUDN, 3 times/week
San José, Costa Rica & Ciudad de Guatemala, Guatemala.

- Led a team of 2 Junior Designers, 2 editors, 1 camera operator & 3 interns.
- Responsibilities included: Graphic design, Social Media design, Graphic design for all on-screen graphics for taped and live TV shows, audio & video editing.
- Weekly TV show planning: Interviews, statistics and sponsor negotiations.



EDUCATION

1994 - 1998

B.A. Media Arts/Graphic Design
Long Island University,
Brooklyn, New York.

SKILLS

- Graphic Design
- Logo Design
- Digital Graphic Design
- Branding
- Video Editing
- Social Media Graphic Design
- Print Design

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WORK EXPERIENCE

DIRECTOR

PUBLICOMO | SAN JOSÉ, COSTA RICA | JUL 2013 - DEC 2015

Small graphic design firm with specific key accounts

- Prepared sales strategies with account's Sales Manager.
- Accomplished sales goal increase of 25% (reached 32%)
- New Customer Service Department deployed based on new strategies.
- Brands included: Polaris, Kawasaki, Tohatsu, and Todo Motor.

LATAM MARCOMMS CONSULTANT

ERICSSON | SAN JOSÉ, COSTA RICA | FEB 2010 - JAN 2013

- Creative design and ideas for ad publications in different media: press, video, & web
- Newsletter Design, internal and external communications (both print and web).
- Daily maintenance, design and creation of new pages and campaigns for all websites in the Latin America and the Caribbean region for Ericsson.com
- Editing and subtitling of promotional videos to present at trading shows and to new and existing clients.

WEB DESIGNER

CENTRO CIENTIFICO TROPICAL (CCT) | SAN JOSÉ, COSTA RICA | JAN 2010 - JAN 2012

- Creation, programming and managing the 5 different websites for the Center, as a team member of the Marketing Department.

MORE ABOUT ME

PORTFOLIO URL

<https://joseborbon.com>

VIDEO RESUME:

<https://youtu.be/W-UcD7tm0qc>

YOUTUBE CHANNEL

<https://www.youtube.com/channel/UCI2LyegEAL1vf-mjre-2DPcg>

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Power Point
- MS Office

LANGUAGES

Spanish . native language

English . bilingual

REFERENCES

Marvin Vasquez

Director, Multi Marketing U.S.A.
Address: New York, New York
Phone: (914) 374-7512
mvasquez@multimarketingusa.com

Orlando DeLa Torre

Director, LIA Group Services
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Moni Amandla

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