

JOSE M. BORBÓN

Graphic Designer

SAN JOSÉ, COSTA RICA | EL PASO, TEXAS

PROFILE

Senior Graphic & Web Designer with over 15 years of experience specializing in brand identity development, digital media strategy, and end-to-end video production. A proven creative leader and business owner with a track record of translating complex client needs into compelling visual solutions that drive brand growth and audience engagement. Expert proficiency in the Adobe Creative Cloud suite.

WORK EXPERIENCE

SENIOR GRAPHIC-WEB DESIGNER

KREATIVARTE.COM - BOFUDESIGN.COM | SAN JOSÉ, COSTA RICA - EL PASO, TEXAS | 2007 - PRESENT

Graphic Design / Web Design / Social Media Management company

- Directed the complete design lifecycle for a diverse portfolio of clients, delivering innovative web, branding, and social media solutions that consistently exceeded client objectives.
- Led and mentored a multidisciplinary creative team of five (3 designers, 2 marketing specialists), fostering a high-performance environment that improved project efficiency and creative output.
- Acted as the primary creative partner for key accounts, consulting directly with Marketing Directors to translate strategic goals into impactful visual campaigns and brand experiences.

LEAD GRAPHIC DESIGNER

ELITE | NEW YORK, U.S.A. | OCT 2024 - SEP 2025

Elite Technology is a leading, independent technology company that helps law firms drive profitability through improved operational effectiveness, increased efficiency, and greater visibility across their business

- Developed and maintained the company's brand identity across all digital and print materials.
- Designed compelling graphics for social media campaigns, digital ads, and email marketing.
- Created and designed professional presentations and sales decks for executive and client-facing meetings.
- Managed video production, including editing and post-production for marketing and promotional content.
- Conceptualized and designed visuals for trade show booths and event marketing materials.
- Produced a variety of print advertisements and marketing collateral.



EDUCATION

1994 - 1998

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

SKILLS

- Graphic Design
- Logo Design
- Digital Graphic Design
- Branding
- Power Point Presentations
- Video Editing
- Social Media Graphic Design
- Print Design

WORK EXPERIENCE

GRAPHIC DESIGNER CONSULTANT

EVEXIA CORPORATION S.A. | SAN JOSÉ, COSTA RICA | 2020 - 2024

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

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.

DIRECTOR

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

Small graphic design firm with specific key accounts: Polaris, Kawasaki, Tohatsu, and Todo Motor.

LATAM MARCOMMS CONSULTANT

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

WEB DESIGNER

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

VOLUNTEER

Graphic Designer

Fundación CEPPA (Centro de Estudios Para La Paz) | San José, Costa Rica | 2007 - present

- Develop and design a wide range of print and digital collateral, including brochures, posters, and newsletters, to effectively communicate the organization's mission.
- Produce and edit compelling video content to enhance online engagement and promote key initiatives.
- Manage and maintain the official CEPPA website, focusing on user experience, visual design, and timely content updates.
- Mentor and supervise graphic design interns, providing hands-on training and professional guidance to foster their growth in the field.

TECHNICAL SKILLS

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

LANGUAGES

Spanish

English

REFERENCES

Sabrina Wainio

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& Communications at ELITE
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