

Jose Borbon

Senior Graphic & Digital Designer | El Paso, TX

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PROFILE

Senior Graphic and Digital Designer with 15+ years of experience building brands, leading creative initiatives, and delivering high-impact visual systems across marketing, sales, broadcast, and digital platforms. Proven ability to translate business strategy into scalable design solutions that drive growth, efficiency, and brand consistency. Experienced in agency, in-house, freelance, and nonprofit environments, with a strong record of leadership, cross-functional collaboration, and creative direction at scale.

CORE SKILLS

- Brand Strategy & Identity Systems
- Creative Leadership & Direction
- Marketing & Campaign Design
- Sales Enablement & Presentation Design
- Motion Graphics & Video
- Design Systems & Workflow Optimization
- Cross-Functional Collaboration
- AI-Accelerated Creative Pipelines

TOOLS & TECHNOLOGIES

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, WordPress, HTML/CSS, Microsoft Office, Google Workspace, ChatGPT, Adobe Firefly, Midjourney, macOS.

PROFESSIONAL EXPERIENCE

Founder & Creative Director

BOFU Design | El Paso, TX & San José, Costa Rica | Aug 2007 – Present

- Founded and scaled a multi-country design agency delivering branding, digital, and marketing solutions for 100+ clients across the U.S. and Latin America.
- Built end-to-end creative systems for clients, translating business objectives into cohesive brand ecosystems across web, social, video, and print.
- Led multidisciplinary teams across time zones, establishing creative standards, workflows, and QA processes that improved delivery speed and consistency.
- Served as strategic creative partner for founders and executives, shaping brand positioning, go-to-market assets, and visual narratives.
- Drove long-term client retention through high-impact work, trusted advisory relationships, and consistent delivery of business-aligned creative outcomes.

Lead Graphic Designer

Elite Technology | New York, NY | Oct 2024 – Sep 2025

- Owned the evolution of a SaaS brand system, ensuring consistency across marketing, product, sales, and executive communications.

- Designed and implemented scalable templates and asset libraries, enabling non-design teams to self-produce on-brand materials and reducing production bottlenecks.
- Delivered high-impact creative across campaigns, web, events, and sales enablement, supporting pipeline growth and market positioning.
- Produced motion graphics and video for marketing and live events, elevating brand perception in competitive enterprise environments.
- Acted as design lead and reviewer, mentoring internal designers and enforcing brand governance across teams.

Graphic Designer & Brand Creator

Evexia Corporation | San José, Costa Rica | Jun 2020 – Oct 2024

- Created the company's brand from the ground up as Costa Rica's first CBD importer, defining identity, tone, and visual language
- Developed integrated marketing systems spanning packaging, social, campaigns, and sales materials, supporting rapid market entry.
- Built pitch decks, reports, and sales tools that supported customer acquisition and commercial growth.
- Partnered with leadership and legal teams to ensure all communication met regulatory standards while maintaining strong brand presence.
- Established visual consistency across every customer touchpoint, positioning the brand as credible and premium in a new category.

Branding & Motion Graphics Designer

Centroamérica Pasión de Fútbol | San José, Costa Rica | Apr 2018 – Jul 2019

- Led broadcast branding and motion design for a regional sports TV program across Central America.
- Designed on-air graphics systems, lower thirds, transitions, and scoreboards for live and recorded broadcasts.
- Created promotional and social content, aligning broadcast identity with digital platforms to expand audience engagement.

VOLUNTEER EXPERIENCE

Volunteer Graphic Designer

Fundación CEPPA (Centro de Estudios Para la Paz) | San José, Costa Rica | 2007 – Present

- Produced print, digital, and video materials supporting awareness campaigns and fundraising initiatives.
- Designed and maintained the organization's website, improving usability and clarity of communication.
- Mentored design interns, establishing creative standards and providing professional guidance.

EDUCATION

Bachelor of Arts in Graphic Design

Long Island University | Brooklyn, New York | 1998 | GPA: 3.6

LANGUAGES

Spanish – Native

English – Fluent