

VAL BORRERO

SENIOR GRAPHIC DESIGNER FOR PRINT AND WEB

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PROFESSIONAL SUMMARY

Multidisciplinary Senior Graphic Designer with 10+ years of experience creating cohesive print and digital solutions. Equally skilled in developing marketing collateral, branding, and promotional materials for tradeshow as designing user-friendly web pages and assets for paid digital campaigns. Combines creative expertise with hands-on print production knowledge to deliver design concepts that are both visually compelling and technically achievable. Known for translating complex ideas into clean, functional work through close collaboration with clients, leadership, developers, marketing teams and printing partners.

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER • ILLUSTRATOR — *Freelance (Fort Myers, FL)*

(Jul 2011 - Present)

- Maintain a strong track record of first-draft approval rates by managing project timelines closely and delivering under tight deadlines, including stepping in on short notice to cover for other designers and keep client projects on schedule.
- Develop full branding packages for new businesses, and advise on print marketing collateral designed with future-proofing in mind, accounting for clients' in-house equipment limitations and employee editability needs.
- Adapt seamlessly within existing brand kits and guidelines for established clients, earning consistent praise from luxury-focused brands for maintaining design integrity while meeting their high aesthetic standards.

DESIGN ENGINEER • WEB DESIGNER — *FFI Contracting Services (Fort Myers, FL)*

(Jul 2024 - Mar 2026)

- Established and enforced brand guidelines across all printed and digital assets, ensuring visual consistency across marketing, sales, and campaign materials.
- Designed and maintained 20+ web pages, campaign marketing assets and event print collateral successfully eliminating the need for outside agency support and saving the company thousands of dollars monthly in project fees.
- Partnered directly with leadership and prospective clients to develop design concepts tailored to each client's unique space, translating client needs into actionable visual proposals.
- Sourced materials and proposed tiered budget options for each project, balancing cost, quality, and feasibility to support informed decision-making for leadership.
- Programmed and operated CNC, print, and laser fabrication equipment to execute final designs, often on single-sheet, non-recoverable materials (avg. \$400–800/unit), requiring precise setup and zero-error execution.

SENIOR GRAPHIC DESIGNER • HUBSPOT SPECIALIST — *One Integrated Marketing Solutions (Bonita Springs, FL)* (Jul 2021 - Jul 2024)

- Met with clients and senior project managers to design marketing assets for landing pages, social and paid ads (retargeting, facebook, linkedin, google) as well as print marketing collateral for direct-mail campaigns and trade-shows.
- Hubspot: Created 60+ automated workflows, regional team dashboards, 20+ landing page templates, email templates, site theme setups as well as overall account support and training. Automated workflows included: syncing with zoom to create attendance reports based on % time logged in, user email campaigns based on click and open rates, product delivery and user shipping notification, international or regional sales team lead assignments and attribution for performance reports.
- Collaborated closely with developers on 40+ webpage designs to meet time, budget or page optimization criteria.

PREPRESS • GRAPHIC DESIGNER — *Presstige Printing (Bonita Springs, FL)* (Oct 2020-Jul 2021)

- Prepare 500+ graphic design files for press by: matching or converting to process colors, working with various color profiles, creating bleeds, trapping, embedding type, correcting for registration blacks, overprinting, die lines for emboss, die-cut effects and color separations for spot varnishes or foil effects.

PREPRESS • PRINT EQUIPMENT OPERATOR — *Chico’s FAS Headquarters (Fort Myers, FL)* (Mar 2012 - Oct 2020)

ART DIRECTOR — *Playground Maps (Miami,FL)* (Apr 2011 - Jul 2011)

FREELANCE GRAPHIC DESIGNER • ILLUSTRATOR — *Playground Maps (Miami, FL)* (Jul 2011 - Jul 2016)

EDUCATION

- **Bachelor of Fine Arts in Computer Animation** (Miami International University of Art and Design) Miami,FL (2011)
- **HP Indigo Press Certified** (Hewlett-Packard Enterprise Facility) Andover, MA (2014)
- **Code Website User Interfaces Certificate** (CodeAcademy) Online Course (2018)
- **Growth-Driven Design Certificate** (Hubspot Academy) Online Courses (2024)
- **Figma Masterclass** (Designership) Online Courses (2025)

SOFTWARE

Adobe Photoshop, Illustrator, InDesign, XD, Premiere Pro, After Effects, Firefly AI, Camera Raw, Figma, WordPress, Elementor Wix, HubSpot CMS, Maya, ArtCam, Microsoft Word, Excel, PowerPoint, Outlook, SketchUp, Canva

SKILLS

DESIGN AND CREATIVE

- Print and Digital Design
- Branding and Visual Identity
- Web pages and Landing Pages
- UX/UI Layouts
- Digital Ad Design (Paid and Social)
- Concept Development
- Tradeshows and Marketing Collateral

TECHNICAL

- HTML and CSS
- Responsive Web Design
- Accessibility-Compliant Design
- WordPress
- Prepress Expertise
- CNC, Laser, Printer Flatbed
- HP Indigo Certified

PROFESSIONAL

- Cross-Team Collaboration
- Client Communication
- Technical Accuracy
- Quality Control
- Problem-Solving and Trouble-shooting
- Project and Deadline Management
- Bilingual (English and Spanish)