# VAL BORRERO

SR. GRAPHIC DESIGNER • PRINT & WEB

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➤ vborrero.com

## SKILL SUMMARY

- Designer for Print & Web
- Bilingual (English & Spanish)
- Marketing & Brand Identity
- Packaging Dielines
- HP Indigo Press Certified
- ArtCAM CNC, Laser & Flatbed
- HTML & CSS
- Aptitude for Troubleshooting

## EDUCATION

**BFA - Computer Animation**    2011
MIAMI INTL' UNIV' OF ART & DESIGN

**Indigo Printing Press Certified**    2014
HP BOSTON HEADQUARTERS

**Code Website UIs**    2018
CODEACADEMY

**Growth-Driven Design** *(+6)*    2024
HUBSPOT ACADEMY

**Ultimate Figma Masterclass**    2025
DESIGNERSHIP | MIZKO

## EXPERIENCE

### Design Engineer + Graphic Designer    Jul 2024 - *Present*
FFI CONTRACTING SERVICES

- Consult with clients & design artwork tailored to their spaces. Providing physical material samples, color samples and photo mockups for visualization.
- Export machine ready files & program CNC, laser bed & texture flatbed printer for work on tile, wood, metal, acrylic pvc, paper or canvas applications.

### Sr. Graphic Designer + Illustrator    Sep 2016 - *Present*
FREELANCE

- Design custom illustrations, logos, icons and promotional branded materials across web & print for a wide variety of applications.

### Lead Creative Designer + Hubspot Specialist    Jul 2021 - Jul 2024
ONE INTEGRATED MARKETING SOLUTIONS – ONEIMS

- Design and collaborate with developers to create user friendly websites across several industries (ecommerce, medical, software, finance, etc.)
- Design ads (retargeting, facebook, linkedin, google etc.) as well as create brand assets for web & print.
- Hubspot: create internal automated workflows, create reports, landing page templates, theme setups & overall account support.

### Prepress Graphic Designer    Oct 2020 - Jul 2021
PRESSTIGE PRINTING

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

### Prepress Graphic Designer + Print Operator    Mar 2012 - Oct 2020
CHICOS FAS HQ

### Art Director + Illustrator    Apr 2011 - Jul 2011
PLAYGROUND MAPS    *Freelance until Jul 2016*

## TOOLS

- **Ps** Photoshop
- **Id** InDesign
- **Xd** Adobe XD
- **Figma**
- **C** Canva
- Hubspot
- **Ai** Illustrator
- **Ae** AfterEffects
- **Pr** PremierPro
- Maya (3D)
- Sketchup
- WordPress