



# Erica Borrero

GRAPHIC & WEB DESIGNER

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## ABOUT

Senior level designer with over 10 years experience in the graphic design industry, specializing in print, web and UX design. Works well independently and within team environments. Follows industry trends and combines them with creative skill to create polished final deliverables.

## SKILLS

Adobe Creative Cloud  
· Photoshop, Illustrator & InDesign  
Print, Web & Responsive Design  
HTML5 & CSS3  
Digital & Freehand Illustration  
Basic Video Editing  
PC & MAC Capable

## EDUCATION

Kent State University  
Master of Science, IA & UX Design  
2014 - 2017

The Art Institute of Philadelphia  
Bachelor of Science, Graphic Design  
2002 - 2006

## AWARDS

1851's Franchise Development  
Website Award 2017 - Silver Top 50

Over 200 franchise brand websites were reviewed by industry judges with sites being judged on content, usability, UI/UX design, site performance and SEO. My role was web/graphic designer, UX designer and frontend developer.

## WORK EXPERIENCE

### Digital Designer at CoreDial

Nov 2018 - April 2022 · Blue Bell, PA

Designed print and digital marketing materials including: web pages, e-mails, presentations in PowerPoint and Google Slides, web banners, print ads, social media graphics, trade show booths, video concepts and promotional items.

### Web Designer at Goddard Systems, Inc.

Sept 2013 - Oct 2018 · King of Prussia, PA

Created the overall look and feel of a wide range of interactive and print communication materials. Responsibilities included, but were not limited to:

- Recreation of older company websites into responsive and modern final products. These tasks included reorganizing the information architecture, wireframing, visual design and coding in HTML and CSS;
- Frontend code fixes (debugging) on pre-existing web/digital materials;
- User interface design on internal company digital platforms;
- Creation of print and digital advertising collateral;
- Kept team aware of best usability practices and current design trends.

### Graphic Designer at Osborn Visual Solutions

Oct 2012 - June 2014 · Duluth, GA

Designed custom television networks of activity schedules for senior/assisted living communities and hospitals. Second year of employment was on a remote part-time basis in conjunction with the full-time position at Goddard Systems, Inc.

### Freelance Graphic Designer

2009 - 2011 · South Jersey Area

Designed digital and print-based marketing materials for various clients using Adobe Creative Suite. These pieces included: logos, social media graphics, website designs, brochures, flyers and promotional materials.

### Graphic Designer at AC Coin and Slot

Feb 2007 - Apr 2008 · Pleasantville, NJ

Designed signage concepts in Adobe Illustrator and Photoshop to be built and displayed in casinos nationwide. Additional responsibilities included mounting and book binding of final designs for client presentations.