

# ERICA BORRERO

Graphic • Web • UX Design

## I N F O

### Name

Erica Borrero

### Location

Eagleville, PA

### Phone

856.558.0114

### Email

ericallynnborrero@hotmail.com

### Website

eborrero.com

## S K I L L S

- Digital and print design
- HTML5, CSS3 & responsive design
- Wireframing and prototyping for the web
- Adobe CC: Extensive knowledge in Photoshop, Illustrator and InDesign
- Digital illustration
- Fluent in PC and MAC based systems

## A W A R D S

### Franchise Development Website Awards

2017 *Silver Winner, 1851 Franchise*

Role of designer and frontend developer on the Goddard School Franchise website: [goddardschoolfranchise.com](http://goddardschoolfranchise.com)

## P R O F I L E

Creative professional experienced in print, web and UX/UI design. Follows new trends in technology and combines them with artistic skill to create polished final products.

## E X P E R I E N C E

- Nov 2018 - Present* • **Digital Designer**  
*CoreDial*
- Design and/or creation of print and digital marketing materials including: web pages, e-mails, presentations in PowerPoint and Google Slides, web banners, print ads, trade show booths, video concepts and promotional items.
- Sept 2013 - Oct 2018* • **Web Designer**  
*Goddard Systems, Inc.*
- 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.
  - Front end code fixes (debugging) on preexisting 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 technology trends.
- Oct 2012 - June 2014* • **Graphic Designer**  
*Osborn Visual Solutions*
- Assisted in the design of custom television networks based on activity schedules. These industries included senior living communities, 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.
- April 2009 - Nov 2010* • **Freelance Graphic Designer**  
*SoPoz*
- Designed digital and print-based marketing materials using Adobe Creative Suite. These pieces included: logos, web graphics, website designs, brochures, flyers, album covers, and board game concepts.
- Feb 2007 - April 2008* • **Graphic Designer**  
*AC Coin and Slot*
- 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 to be presented to casinos for signage purchase.

## E D U C A T I O N

- 2006 • **The Art Institute of Philadelphia**  
*Bachelor of Science, Graphic Design*
- 2017 • **Kent State University**  
*Master of Science, Information Architecture & Knowledge Management, UX Design*