

# Francisco Borges

[www.coroflot.com/ciscoborges](http://www.coroflot.com/ciscoborges)



## summary of qualifications

- + Expert in the latest adobe design/publishing software: Photoshop, Illustrator, InDesign, Acrobat; as well as QuarkXpress and Microsoft Office.
- + Proficient in the use of both Macintosh OS X and PC.
- + Experienced in hiring freelance photographers and illustrators.
- + Fully competent in database organization, information archival, workflow and hardware management.
- + Seasoned Art Director for photoshoots, print media and new media.

## education

**B.A. Fine Arts and Graphic Design** | Norfolk State University | Norfolk, VA May 2006

## professional experience

### **Creative Director** | **Analysts in Media** New York, NY | 2008 to Present

- + Responsible for the creative vision for this global information provider and publishing firm.
- + Oversee the design and vision of all print and digital publications, advertising campaigns and multimedia content.
- + Devise, develop and design all visual products, brand identity and creative promotions.
- + Work cohesively with editorial, sales and interactive staff to plan and launch marketing initiatives.
- + Work with sales staff and clients to ensure custom published content is accurate and on target.
- + Plan and art direct photoshoots, video promotions and content.
- + Maintain budgets, schedules and deadlines.
- + Supervise design and production staff.
- + Manage all external creative resources.

### **Creative Consultant** | **Dray's Digifoto Services** Portsmouth, VA | 2009

- + Designed and created a local teen magazine.
- + Designed logos and promotional media for the company and local clients.
- + Maintained quality control for product portfolio.
- + Edited photographs and created original art.
- + Designed images for the Web.
- + Trained staff to use design programs.

### **Key Accounts Designer** | **Dominion Enterprises** Norfolk, VA | 2006 to 2007

- + Managed the design for key client accounts for over 60 bi-weekly magazines.
- + Conceptualized and designed advertisements for high profile clients.
- + Improved client satisfaction by resolving client complaints and production errors.
- + Worked closely with production staff to ensure maximum deadline efficiency.
- + Managed schedule and quality control for each client.

### **Creative Director** | **Divine Graphic Solutions** Norfolk, VA | 2006

- + Designed logos and promotional media for non-profit organizations.
- + Designed logos and promotional material for local clients.
- + Produced and ensured quality print for distribution.
- + Designed images for the Web and sketched original design concepts by hand.
- + Negotiated contracts and generated business.

### **Graphic Designer** | **Norfolk Neighborhood Design & Resource Center** Norfolk, VA | 2005 to 2006

- + Designed and created layouts for promotional media and newspaper ads.
- + Designed book layouts and covers with architectural team.
- + Maintained and organized photo database and archives and conducted stock photography searches.

## skills summary

- + Mac / PC
- + Illustrator, Photoshop & InDesign
- + Acrobat Professional
- + MS Office (Word, Excel, PowerPoint)
- + QuarkXPress
- + Photo Retouching
- + Drawing & Illustration

## working knowledge of:

- + Final Cut Pro
- + Motion
- + Flash
- + Dreamweaver
- + HTML
- + CSS
- + Maya