

Hello!

FRANCHESKA BORJA RAMOS

Creative Director

PROFESSIONAL EXPERIENCE

BBG&G Advertising — *Creative Director*

MAY 2014 - PRESENT

Lead creative team. Develop major brand & visual identities. Art direct award-winning photography & video projects. Lead website development & design projects from concept to completion. Create interactive advertising, print materials and traditional media campaigns. Direct virtual reality initiatives and other technologies.

Irwin Siegel Agency — *Senior Interactive Designer*

MAY 2012 - MAY 2014

Design innovative technology tools for brokers & clients. Create new company website with the latest technology trends including fluid & responsive design, interactive forms, and client logins. Developed microsites with various client portals. Analyze and interpret analytics data and developed initiatives to increase traffic and enhance overall user experience.

Focus Media — *Senior Web Designer*

JANUARY 2010 - MAY 2012

Develop major brand & visual identities. Develop workflow and design standards for design team. Generated new web development techniques and created tools for rapid production. Conduct training sessions for clients to use various content management systems. Designed and developed more than 40 small business websites.

Aisle Rocket Studios (ARS) — *Interactive Designer*

OCTOBER 2008 - JANUARY 2010

Design online promotions for national retail companies. Collaborate with UI and development teams. Design and maintain interactive projects for seasonal E-commerce platforms for sears.com, kmart.com, Kenmore.com, among others.

Focus Media — *Web & Graphic Designer*

MAY 2008 - OCTOBER 2008

Design print materials and web materials for use on various platforms. Design and develop interactive websites for commercial clients. Collaborate with strategy teams for the development of advertising campaigns.

SA Graphics — *Assistant Director*

SEPTEMBER 2004 - MAY 2007

Lead typesetting team. Design print and educational materials.

Résumé

Greater New York City Area

oceanreaction@gmail.com

845.665.1359

brinteractive.com

SKILLS

Sketch, Photoshop, Illustrator, InDesign, Coda, Dreamweaver

HTML, CSS, PHP, MySQL, JS

Spanish fluency

Leadership & communication

Teaching & workshops

AWARDS

Leadership Innovation

Award - 2016

Finalist

2nd International Ex-libris

Competition - 2006

Selected For Exhibition

EDUCATION

State University of New York at

New Paltz - 2007

Bachelor of Fine Arts,

Graphic Design

CERTIFICATIONS

NetCom IT - 2010

Certification in Website

Development

PHP, MySQL and AJAX

Rapid Web Design &

Development Training - 2011

CSS Frameworks

ONLINE INFO

Portfolio

brinteractive.com

LinkedIn

[https://www.linkedin.com/in/](https://www.linkedin.com/in/francheskaboria)

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