

KYANA BORBÓN

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PROFESSIONAL PROFILE

Highly accomplished **Visual and Motion Designer** with **6+ years** of professional experience in crafting high-impact digital, print, and motion advertising campaigns for major North American brands and retailers. Currently serving as a Visual & Motion Designer at **Microsoft Headquarters**, responsible for end-to-end design execution across **Xbox, Surface, M365, and Windows** product lines.

- Expert in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, After Effects, Adobe XD) and core design fundamentals (color management, typography, layout, dielines).
- Proven ability to collaborate with **Senior Executives** and Project Managers to develop complex, engaging presentations and **pitch decks** for key clients (e.g., AT&T, Microsoft Security).
- Demonstrated success in strategic E-Commerce roles, conceptualizing and constructing web drivers, landing pages, and mobile pages through **wireframes** and **mock-ups**.
- Actively involved in critical product launches, including the **Microsoft Copilot+ 2024 launch**.
- Bachelor of Science in Digital Art and Design from Lynn University.

SKILLS AND PROFICIENCIES

- **Design Software & Tools:** InDesign , Photoshop , Illustrator , Premiere Pro , Adobe XD , Adobe After Effects , Figma , Sketch Vector Graphics Editor, Adobe Acrobat , Adobe Sketch , MS Office Suite.
- **Design Disciplines:** UI/UX Design , Graphic Design , Brand Design , Presentation Design , Layout Design , Advertising , Product Design , Web Design.
- **Core Competencies:** Organization , Conflict Resolution , Leadership , Time-management , Problem Solving.

EXPERIENCE

Senior Visual & Motion Designer

Microsoft Headquarters, Redmond, WA

(January 2026 - Present)

- Executing high-volume production of in-store prints, display ads, Kiosk demo experience, and landing page/PDP assets (Retail Demo Experience, Visual Merch, Digital).
- Designing compelling visual merchandise and digital assets for major Microsoft brands (Xbox, Surface, M365, Windows) for North American retailers/partners (Costco, BestBuy, Amazon, Walmart, etc.).
- Applying advanced expertise in design fundamentals, including color (CMYK vs RGB), layout, typography, and illustration, to ensure compliance with brand guidelines.
- Mentoring and upskilling junior designers on Microsoft brand standards and retail-specific requirements (Costco, Best Buy, etc.) to ensure 100% asset compliance and design consistency
- Directing and onboarding new design hires, providing hands-on training for the end-to-end production of digital and print assets for North American retail partners
- Leading design critiques and peer reviews, providing actionable feedback to junior staff to foster professional growth and ensure high-quality execution across campaigns
- Collaborating effectively with Project Managers and retail partners on campaigns.

Visual & Motion Designer

Microsoft Headquarters, Redmond, WA

(February 2022 – January 2026)

- Executing high-volume production of in-store prints, display ads, Kiosk demo experience, and landing page/PDP assets (Retail Demo Experience, Visual Merch, Digital).
- Designing compelling visual merchandise and digital assets for major Microsoft brands (Xbox, Surface, M365, Windows) for North American retailers/partners (Costco, BestBuy, Amazon, Walmart, etc.).

- Applying advanced expertise in design fundamentals, including color (CMYK vs RGB), layout, typography, and illustration, to ensure compliance with brand guidelines.
- Collaborating effectively with Project Managers and retail partners on campaigns.

Principal Consultant | Production Designer

Kforce Inc, Tampa, FL

(September 2025 - Present)

- Serving as the primary point of contact for Kforce, partnering with Senior Executives to design/create compelling visuals and pitches for clients.
- Developing pitch decks for Kforce clients (AT&T, Microsoft Security Brand) by designing and preparing engaging presentations, information graphics, and diagrams under short deadlines.
- Utilizing Adobe products (Photoshop, Illustrator, InDesign) and PowerPoint.

Consultant | Production Designer

Kforce Inc, Tampa, FL

(February 2022 – September 2025)

Active assignment with Microsoft, creating print, digital, and motion ads/campaigns/landing pages for Microsoft brands. Internal promotion with Kforce Inc (Principal Consultant 2025)

- Executing high-volume production of in-store prints, display ads, Kiosk demo experience, and landing page/PDP assets (Retail Demo Experience, Visual Merch, Digital).
- Designing compelling visual merchandise and digital assets for major Microsoft brands (Xbox, Surface, M365, Windows) for North American retailers/partners (Costco, BestBuy, Amazon, Walmart, etc.).
- Applying advanced expertise in design fundamentals, including color (CMYK vs RGB), layout, typography, and illustration, to ensure compliance with brand guidelines.
- Collaborating effectively with Project Managers and retail partners on campaigns.

Freelance Graphic Designer

THE HUNTER YEANY COLLECTIVE, Davenport, FL

(April 2022 – August 2022)

- Partnered directly with the company president.
- Supported Senior Executives by designing and preparing engaging, deadline-driven presentations.
- Utilized graphic, infographic, schematic, and data visualization content to create unique visual storytelling.
- Designed full animated/interactive and static pitch decks.
- Utilized Adobe products including After Effects, Adobe Acrobat, Photoshop, InDesign, and Media Encoder.

Graphic Web Designer

Office Depot Headquarters, Boca Raton, FL

(August 2019 – February 2022)

- Conceptualized and constructed through wireframes, mock-ups, flow charts, storyboarding, and testing.
- Designed promotional ad tiles, landing pages, mobile pages, and other web drivers.
- Collaborated with cross-channel/cross-functional business resources.
- Utilized Adobe Photoshop, Illustrator, After Effects, Adobe XD, and Dreamweaver.

Private Brand Design & Merchandising Intern

Office Depot Headquarters, Boca Raton, FL

(May 2019 – August 2019)

- Applied knowledge of design fundamentals, including color, layout, typography, and illustration.
- Created concepts for brand development and marketing.
- Assisted in development process (assortment building/product strategy) and visual design
- Spearheaded the end-to-end product design and development process for a line of animal-themed pencil cases, successfully launched in Office Depot retail locations across North America
- Utilized Adobe Illustrator to execute packaging and product design concepts.

EDUCATION

Lynn University, Boca Raton, FL

- Bachelor of Science in Digital Art and Design, 3.4 GPA
- **Honors:** Dean's List (3 semesters)
- **Relevant Courses:** Advertising Design & Production, Web Design, Digital Layout & Design, Digital Illustration, Concept Design

Southeastern University, Lakeland, FL

- Completed 40 credits towards Bachelors Degree in Graphic Design