

# PETER BOROKHOV

SR. GRAPHIC UX/UI DESIGN, DIGITAL MARKETING SPECIALIST

## CONTACT

**Mobile:**  
718-350-9483

**Email, Web:**  
petescreative.com  
pete@petescreative.com

**Address:**  
6615 Wetherole St. Apt C1  
Rego Park, New York 11374

## SKILLS

### Graphic UX/UI Design

- Adobe CC
- Sketch App
- Flinto
- Principle
- Hype

### Web Motion Graphics

- Tumult Hype Pro 3/4
- Flashtalking AdBuilder
- After Effects / Motion

### Web Technologies

- HTML5 · CSS3
- Wordpress
- Bootstrap
- Dreamweaver CC
- BlocsApp

### Media Editing

- Professional Field Photo  
Video + Non-Linear
- Apple Final Cut X
- Apple Motion
- Adobe Premiere CC
- Adobe After Effects CC
- Ableton 10 Live DAW
- Music Production

### Digital Marketing

- Reseller/Affiliate  
Integration Strategist
- Reporting, Tracking,  
Metrics, Feeds, API
- Retargeted Ads

## JOB EXPERIENCE

**Digital Marketing • UX/UI Web Design • Project Management** June 2012 – Present  
**B&H Photo, Video, Pro Audio | bhphoto.com** New York, NY

- From concept to execution, strategizing to delivering co/branded themed content/ads
- Redesigned a slew of marketing tools such as Link Extension, Bookmarklet, Email, Ad Portals...
- Created workflows allowing affiliate account managers to facilitate storefronts for affiliates
- Designed co/branded print media for top ranking affiliates and tradeshow
- Assisted the programmatic team with retargeted, dynamically driven HTML5 ads
- Integrated retailer feeds to communicate with a third party to deliver visually appealing ads
- Repurposed static website imagery into marketing material via HTML5, Videos for Social Media

**Email Marketing Coordination • Web UX/UI Design** October 2008 – June 2012  
**B&H Photo, Video, Pro Audio | bhphoto.com** New York, NY

- In charge of creating, scheduling, and coordinating emails to be sent out using former Email ESP Client E-Dialog
- Provided the Affiliate Marketing team with promotional marketing material
- Designed and modified prototypes to full execution of parent, children category sites
- Streamlined a process of branded WSM (web space marketing) ads to be displayed in various categories
- Designed and modified company sub web sites and marketing material

**Advertising • Graphic Design • Catalog Production** August 2004 – 2008  
**B&H Photo, Video, Pro Audio | bhphoto.com** New York, NY

- Utilized Photoshop, Illustrator, QuarkXpress, Indesign with a team of designers to fully layout three hundred page plus catalogs for in store, online, tradeshow use
- Designed marketing posters, ads (for prestigious magazines PDN, Videomaker) brochures, keycards and more..

**Graphic Design • Photography • Retouch** October 2001 – August 2002  
**Paragon Sporting Goods | paragonsports.com** New York, NY

- Photographed and retouched photos for highly recognized brands in outerwear, sports clothing and apparel lines
- Designed instore website ads and managed the upload of retouched photos

**Freelance Art Director** October 2015 – Present  
**Daves Hair Studio Barbershop** Freeport, NY

- Responsible for creating brand Identity which included logo emblem, business card, promotional postcards, website, photography, digital display signs and social media presence

## EDUCATION

**Gibbs College Associates Bachelor Degree** September 1999–2002  
**Concentration; Visual Communications / Digital Media** New York, NY

- Top of the class, awarded gold key, Instructors assistant