

# freddy pech

Visual problem solver, tech-aficionado, and fighter for all.

# pech

## **NALEO Educational Fund**

### **Deputy Creative Director**

January 2021 – Present

As the head of the design team, I am responsible for prioritizing cross-departmental creative requests and executing appropriate design solutions.

### **Senior Creative Manager**

January 2019 – January 2021

Responsible for overseeing all design and creative projects. During this time I also assisted in the expansion of the design team.

### **Interactive Design Manager**

August 2015 – January 2019

As the lead interactive designer, I implemented appropriate design solutions for all web-friendly events and campaigns.

### **Web Content Manager**

March 2013 – January 2015

Served as the point person for all website updates and assisted in all design needs for social media and printed collateral.

## **Voto Latino**

### **Graphic Designer**

November 2011 - March 2013

Assisted in the design of micro-sites, landing pages, social media graphics and printed collateral for political campaigns inspiring young Latinx Americans to vote.

## **Pech Design**

### **Creative Director and Designer**

June 2006 - Present

My own personal design agency, created with the purpose of assisting organizations and individuals whose mission focuses on uplifting the most vulnerable communities in the U.S.

### **CONTACT**

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323.896.0700

### **EDUCATION**

California State University,  
Los Angeles, Class of 2011

BA in Art,  
Visual Communications and  
Graphic Design

### **CREATIVE SKILL SET**

Art Direction  
Branding  
UX & UI Design  
Print Design  
Color Theory  
Typography  
Photography

### **TECHNICAL SKILL SET**

Adobe Creative Suite  
Wordpress  
HTML / CSS  
Microsoft Office  
Monday.com / Asana  
Mailchimp

### **A BIT MORE**

Bilingual: Spanish  
Avid Traveler  
Pet Parent