



Hello!

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Brand Designer | Creative Lead | Senior Visual Designer

Results-driven senior designer with 10+ years of specialist experience in design management and content creation roles. Possesses a solid foundation in streamlining operational procedures, end-to-end website design, digital marketing strategy, and client relationship management procedures.

Core Competencies

- Brand Management
- Project Management
- User Experience & Interface
- Art Direction
- Social Media Marketing
- Stakeholder Engagement
- Website, Print, Multimedia Design
- Digital Marketing Strategy

Professional Experience

California Community Foundation | Los Angeles, CA | 2021 - Present

Creative Officer

Drive creative design solutions via timely project management, coordinating with a team of 7 staff to translate design requests into actionable plans to consistently achieve key product launch deadlines.

Serve as a vital market leader across tenure, leveraging extensive brand development expertise to design all social media, website, and printed marketing materials, fostering lasting rapport with 10+ key clientele.

Liaise closely with Senior Management to foresee and address major operational pitfalls, utilize innovative website tools and plug-ins to save over 20% of allocated online funds, opening new growth opportunities.

Spearhead rapid business growth via shrewd client engagement over 1-year, standardizing the brand's look-and-feel to match a more uniform aesthetic, enhancing user experiences to inspire customer loyalty.

NALEO Educational Fund | Los Angeles, CA | 2013 - 2021

Deputy Creative Director (2021)

Entrusted with chief responsibility of all incoming creative and artwork requests, updating standard design processes and protocols to boost workplace output by 15% in 2020, without sacrificing work quality.

Cultivated a culture of collaborative success throughout tenure, authored and led comprehensive training for 2+ new and existing design staff to promote company-wide alignment with core business objectives.

Charged with branding and producing an annual conference in liaison with an 20-member team in 2021, launching personalized social media and email marketing campaigns to achieve an 75% attendance rate.

Encouraged proactive interdepartmental communications to foster a cohesive workforce, informing employees about emerging design and online technologies to inspire staff participation and ideation.

NALEO Educational Fund (continued)

Senior Creative Manager (2019-2021)

Recognized for dedication to first-class project delivery within a 3-member design team, successfully promoted as a Senior Creative Manager in January 2019. Facilitated a consistent brand across all online mediums, designing key website and social media material to build a positive company reputation.

Functioned as a key client representative across 2-years, evaluating major pain points to streamline design request management protocols, decreasing project turnaround times to improve satisfaction rates by 90%.

Played a crucial role in the success of annual NALEO conferences, an event attended by 1500+ guests each year, creating engaging video animations, wall clings, and screens to enhance the overall event experience.

Creative Manager (2015-2019)

Oversaw the successful launch of 15+ web-friendly events and campaigns, working with a team of 5 staff to devise and implement user-friendly landing pages, increasing customer engagement across 4-years.

Observed a personal standard of continuous process improvement, actively participating in senior-level meetings to optimize the company's style guide, advancing future brand development initiatives.

Web Content Manager (2013-2015)

Acted as the go-to subject matter expert for all print and online website design updates.

Facilitated prompt in-person and online correspondence across 2-years to ensure company goals were adequately met.

Voto Latino | Los Angeles, CA | 2011 - 2013

Visual Designer

Assisted a 10-member team in the design of micro-sites, landing pages, social media graphics, and printed collateral for 6+ political campaigns, encouraging more than 10,000 young Latinx Americans to vote.

Education

California State University, Los Angeles | 2011

Bachelor of Arts in Graphic Design and Visual Communication (3.8 GPA)

Associations: AIGA, the professional association for design

Technical Skillset

Adobe

Photoshop, Illustrator, InDesign, XD, After Effects, Fresco

Microsoft

Word, Excel, Powerpoint, Outlook, Sharepoint, OneDrive

Google

Docs, Slides, Drive, G Suite, Google Plus

Web

Sketch, HTML, CSS, WordPress, Webflow, Salesforce

Project Management

Asana, Monday.com

Apple

iMovie, Final Cut Pro, MacOS, iOS