



Freddy Pech

Art Direction, Branding, Design Systems

Chicago-based designer with 10+ years of experience in branding, design systems, product, and creative strategy. Focused on crafting impactful, cohesive, and accessible visual identities for mission-driven organizations.

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Key Competencies & Skills

Bilingual (English/Spanish)	Time & budget management	Adobe (Photoshop, Illustrator, Dreamweaver, After Effects, InDesign)	Monday.com
Print design	Project development & management	Canva	WebFlow
Digital design & strategy	Motion Graphics	HTML/CSS	Jira
Environmental design	Product development & management	Microsoft Office (Word, Excel, Outlook & PowerPoint)	Base Camp
Photography	Social media (Facebook, LinkedIn, Instagram, X, TikTok)	WordPress	G-Suite (Docs, Gmail & Drive)
Advertising	Figma	Asana	QuickBooks
Web, user interface		Slack	DropBox
Product design			Salesforce
Video editing & videography			CMS

Professional Experience

Pech Design Studio Remote (Chicago, IL, previously Los Angeles, CA)

SENIOR DESIGNER October 2024 - Present

Led a boutique creative studio specializing in branding, web design, and marketing collateral for mission-driven organizations. Spearheaded end-to-end creative strategy, from concept development to execution, ensuring brand cohesion and storytelling excellence. Managed client relationships, project timelines, and budgets while scaling the studio's impact.



Case Study 1: Visual Rebrand for Advocacy Organization

- Increased brand recognition by 45% through a new visual identity and messaging strategy.
- Developed brand guidelines used by 50+ staff members to ensure consistency across internal and external communications.
- Improved accessibility for 100K+ website visitors, optimizing typography, color contrast, and layout for inclusivity.



Case Study 2: Social Media Campaign for Nonprofit Initiative

- Boosted social media engagement by 60%, increasing shares, comments, and interactions.
- Designed template system adopted by 10+ departments, reducing content creation time by 40%.
- Helped drive a 30% increase in donations, leveraging high-impact visuals and strategic messaging.

California Community Foundation | Los Angeles, CA

DESIGN LEAD October 2021 — October 2024

Foster, build, and grow internal and external business relationships vital to project success. Collaborate with cross-functional teams to navigate timelines, resolve issues, and prioritize tasks. Engage with stakeholders to ensure commercialization of all initiatives. Deliver progress reports, proposals, requirements documentation, and presentations. Maximize effectiveness of internal and external design resources. Create SOWs, negotiate terms with third parties, and maintain projects budgetary parameters. Build long term relationships with 10+ key accounts.



Boosted views retention 25% through brand refresh and website re-design

- Partnered with communications team to publish RFP and interview service providers
- Liaised with creative agency and CCF staff to maintain project alignment
- Acted as primary point of contact to streamline collaboration and answer questions



Saved 20% of allocated online funds with innovative tools and plugins which optimized website design

- Assessed current website back-end tool and plugin use
- Presented plan to minimize back-end clutter
- Implemented plan which improved design elements and reduced recurring costs and charges



Prevented additional labor costs and budget overages by implementing design request protocols

- Researched available project management tools to select optimal software
- Reviewed tool usage to ensure competency and enable troubleshooting
- Created request form hub to centralize processes and facilitate retrieval ease

NALEO Educational Fund | Los Angeles, CA

ART DIRECTOR January 2020 — October 2021

Contributed to final count of completed censuses of 62M Latinos. Identified, analyzed, and resolved creative process issues. Delegated tasks and responsibilities to appropriate personnel. Created culture of collaborative success and learning. Worked with cross functional, 20-member team, to implement our brand at industry conferences. Established transparent avenues of interdepartmental communication to ensure vision alignment.



Improved workplace output 15% using efficient design processes and protocols

- Researched tools to identify best fit and maximize creative asset potential
- Pitched concept to stakeholders to gain buy in to implement Monday.com and Slack
- Trained communications team to onboard best practices and procedures



Developed multilingual design assets to expand reach and accessibility for diverse communities.

- Increased engagement by ensuring materials were culturally relevant and visually compelling
- Worked with translators and cultural advisors to maintain accuracy and inclusivity
- Streamlined design workflows, reducing turnaround time for multilingual content by 25%.

NALEO Educational Fund (continued)

SENIOR DESIGNER January 2015 — January 2020

Provided crucial creative support during annual NALEO conferences and various events. Worked with stakeholders to optimize company style guides and brand development initiatives. Reinforced brand consistency across all mediums.



Increased user retention and engagement 20% through modernization of website

- Evaluated website to locate inefficiencies and functionality lapses
- Interviewed agencies to secure best fit partnership
- Delivered visual assets and assisted with testing to support project completion



Raised client satisfaction rates 50% by decreasing turnaround times

- Analyzed operations to proactively identify and resolve pain points
- Collaborated with leadership and cross functional teams to secure branding consistency
- Streamlined design request management protocols to expedite turnaround times



Achieved 100% of event deadlines and branding needs with executive leadership collaboration

- Met with Communication Director to establish messaging and requirements
- Communicated with attendees to raise brand awareness and demonstrate value of services
- Created engaging animations, wall clings, and visuals to ensure success of 1500+ guest event

Other Relevant Experience

NALEO Educational Fund
Los Angeles, CA
Website Design Manager
2013 - 2015

Voto Latino
Los Angeles, CA
Graphic Designer
2011 - 2013

Education, Certificates & Associations

California State University, Los Angeles
Bachelor of Arts — Graphic Design and Visual Communications

General Assembly
Certificate — User Experience Design (UX/UI)

AIGA (Professional Association For Design)
GAUGE (Graphic Artist Union For Golden Eagles)

Contact

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