



Pedro Peguero Jr.

pedropeguerojr.com ↗

Locked pages password: just4you

Generalist with over ten years of experience across agency, in-house, and freelance roles. Lover of brand, motion, and campaigns—as well as purpose driven work involving diversity and inclusion.

Brands I've worked with:

American Express

Chase

AXIS Capital

Amgen

Bristol Myers Squibb

Johnson & Johnson

Antech

Stryker

Virbac

PetPlace

National Forest Foundation

Zoetis

TruBenefits

Deloitte

Diageo

Disney

FX

Microsoft

Ricoh

Marriott

One World Observatory

T-Mobile

Uber

Hills

FWD People

Associate Creative Director

May 2025 — Feb. 2026

- Contributed to winning RFPs, and shaped a full rebrand and packaging refresh in a brand new category for the agency, expanding creative capabilities.
- Built strong client rapport and led creative alignment in key stakeholder meetings through clear conviction, enthusiasm, and thoughtful communication.
- Acted as a connective leader who strengthened team morale by supporting and fostering an open, collaborative, and trusting environment.
- Help led a creative team of senior designers, production designers, and animators, with four direct reports.
- Maintained a hands-on, technical design approach, remaining actively involved in the work whenever possible.

The Mixx

Senior Art Director

Art Director

Aug. 2024 — May 2025

Dec. 2021 — Aug. 2024

- Lead projects end-to-end in partnership with Creative and Strategy Directors, Account and Project Managers, guiding work from concept and pitch through execution and final delivery.
- Maintain a hands-on design approach while mentoring a high performing design team, ensuring quality, collaboration, and strong asset management across all deliverables.
- Scaled agency digital capabilities by introducing Figma, enabling design systems, improved workflows, and closer collaboration with client internal teams and external partners.
- Build and maintain relationships with clients, vendors, and partner agencies in ensuring that feedback and asks are incorporated effectively within project scopes.

Mid-Level Designer

Feb. 2020 — Dec. 2021

- Ownership of multiple projects in branding, animation, video, and digital production using tools such as Figma, After Effects, Premiere, Illustrator, InDesign, and Photoshop.
- Played a key role in the development of creative concepts, providing creative solutions to Creative and Strategy Directors and working directly with other designers, strategists, and copywriters.

Parade Media

Designer

May 2018 — July 2019

- Designed print and digital collateral for the marketing team, including sell sheets, media kits, web content, advertorials, decks, and social posts.
 - Concepted promotional advertising with ad partners for the companies in-house publications such as Parade, Relish, and Spry Living Magazines.
 - Collaborated closely with the sales team to design, produce, and print custom mailers and packaging, tailored to enhance new business opportunities and meet specific client needs.
-

kodeo

Visual Designer

July 2015 — July 2016

- Within a year, crafted hundreds of digital assets for product launches, expanding the product asset library by more than 10%.
 - Independently managed the creation of essential files for large-scale use.
 - Met all deadlines and consistently communicated with the Creative Director, guaranteeing swift and uniform updates across the company's product line.
-

Valiant Pixels

Co-Founder & Lead Designer

Jan. 2014 — June 2017

- Led the design and launch of Moonshine, a digital iconography project on Android that achieved over 2.4 million downloads and 500,000 active users within two years.
 - Partnered with a small team of software developers and product designers in developing and launching a variety of mobile product dashboards for the Android operating system.
 - Provided branding and product design for clients in the tech and content creation industries.
-

Freelance

Design & Design Direction

2012 - Present

- Conduct research, develop concepts, and design brand identities for individuals and companies within the tech, content creation, and advertising industries. Additionally, work directly within agencies and studios a variety of roles from print design, web, and digital advertising.