



Pedro Peguero Jr.

pedropeguerojr.com ↗

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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.
- Conceived 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.

kovdev

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.