

Freddy Pinto

Designer specializing in B2B enterprise customer education and high-impact in-house branding and marketing campaigns

freddypinto.com
[linkedin.com/in/freddy-pinto](https://www.linkedin.com/in/freddy-pinto)

6317923306
freddypintojr@gmail.com

EXPERIENCE

Senior Designer, Learning Experience, Collibra

May 2022–Present, Remote

- Spearheaded the redesign of Collibra's enterprise learning management system, utilizing qualitative customer interviews to identify and eliminate friction in the learning discovery flow
- Redesigned the site architecture to reduce 'time-to-learning' and boost subscription conversions by centralizing fragmented resources
- Managed the creative integrity of customer-facing collateral, such as web graphics, white papers, and educational video content
- Collaborated with marketing to apply Collibra's evolving brand identity to the learning management system, ensuring consistency across all touchpoints

Visual Designer, rag & bone

December 2021–May 2022, New York, NY

- Leveraged A/B testing data to redesign high-traffic landing pages, resulting in a 10% conversion rate
- Spearheaded the visual identity for The Photo Project campaign, producing paid/organic social suites and email blasts that increased brand awareness
- Developed a centralized design system that reduced development time and ensured consistency across all web pages

Web Designer, Austin Williams

March 2019–March 2021, Hauppauge, NY

- Directed cross-device user testing to validate responsive web layouts, identifying and resolving critical UI inconsistencies and bugs prior to launch
- Facilitated design-to-development handoffs, utilizing design systems to maintain visual consistency from approved mockups to the final site
- Translated client feedback and competitive audits into high-fidelity brand guidelines, ensuring omnichannel consistency across web, social, and print
- Art directed bespoke campaigns across a multi-brand supplement portfolio, creating distinct visual identities for each sub-brand

Learning and Development Coordinator, EILEEN FISHER

June 2017–March 2019, New York, NY

- Collaborated with the Learning Experience Lead to architect online curricula and strategic sales collateral, maintaining a cohesive brand voice and identity
- Produced interactive training videos to streamline adoption of proprietary retail store software

SOFTWARE

Absorb
Adobe (Illustrator, InDesign, Photoshop, Premiere Pro, and Xd)
Articulate
Docebo
Figma
Invision
Iorad
Synthesia
Webflow

SKILLS

Competitive analysis
Brand identities
Design systems
HTML & CSS
Illustration
Information architecture
Learning management
Prototypes
Web design
Wireframes

EDUCATION

Bachelor of Technology,
Graphic Design,
Farmingdale State
College

PROFESSIONAL DEVELOPMENT

Foundations of UX Design,
Coursera, Dec 2022
7-Week Bootcamp,
Instructional Design
Institute, December 2024