



Freddy Pech

Senior Graphic Designer

Los Angeles based. Designing for the greater good. Over 10 years in the field with a focus on design systems and creative strategy.

CONTACT

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EDUCATION

California State University,
Los Angeles
BA in Graphic Design and Visual Communications

General Assembly
User Experience Design Certificate

SKILLSET

Design

Art Direction, Branding, Print

Product

UX/UI, Design Systems, Research

Leadership

Process & Structure, Project Management

TOOLS

Adobe Creative Suite

Figma

Wordpress / Webflow

Asana / Monday.com

INTERESTS

Keeping accessibility as top-of-mind.

Diversifying everything.

The “aha” moment when everything just clicks.

California Community Foundation

Design Lead

2021 - Present

Drive creative design solutions via timely project management, coordinating with a team of 5 staff to translate design requests into actionable plans to consistently achieve key product launch deadlines.



Led efforts on updating the visual brand.

Project managed the new website.

Incorporated design protocols.

Achieved organization-wide brand consistency.

NALEO Educational Fund

Senior Art Director

Jan 2021 - Oct 2021

Art Director

Jan 2015 - Jan 2021 (promoted)

Web Design Manager

Mar 2013 - Jan 2015 (promoted)

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



Incorporated a project management system for optimal productivity and internal communications.

Expanded and managed a team of 2-3 designers with the addition of various contractors.

Branded and assisted in producing the Annual Conference along other events throughout the year.

Branded a national campaign for the 2020 Census.

Held various roles throughout the years, including: web content manager, creative manager and senior creative manager.

Voto Latino

Graphic Designer

2011 - 2013

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 Latino / Latinx Americans to vote.



Designed for various Latinx celebrities, including: Rosario Dawson, Wilmer Valderrama and America Ferrera.

Contributed to the successful launch of the Voto Latino Action Fund website.

Helped develop the National Voter Registration Day brand and website.