



Hi, I'M FREDDY

WEB / PRINT DESIGNER

www.FreddyPech.com / 323.896.0700 / contact@freddypech.com

EXPERIENCE

NALEO Educational Fund / Web Content Manager March 2013 – Present / www.naleo.org

Developing and implementing NALEO's overall digital strategy across multiple platforms such as web, email, and social media.

Project 1:

Social Media Re-vamp

Goal: Modernize NALEO's social media presence, while sticking to the "policy" and "elected official" feel of the brand.

Roles/Responsibilities:

Concepts
Graphics production

Time Period:

March 2013 - Present

Project 2:

San Diego Conference

Goal: Design all conference materials to have a San Diego feel to them, but staying away from a "vacation" look.

Roles/Responsibilities:

Branding - Concept/Production
Website design
Splash page design
Graphics production

Time Period:

January 2014 - Present

Project 3:

Chicago Conference

Goal: Design all conference materials to have a Chicago feel to them.

Roles/Responsibilities:

Re-branding
Website design
Splash page design
Graphics production

Time Period:

January 2013 - June 2013

Voto Latino / Graphic Designer November 2011 – March 2013 / www.votolatino.org

Design of web pages, micro-sites, landing pages, website content, social media graphics and printed collateral for political campaigns encouraging and inspiring young Americans to vote.

Project 1:

National Voter Registration Day

Goal: To captivate a younger audience. A young look-and-feel was very important for this project.

Roles/Responsibilities:

Website design
Re-branding
Concepts
Graphics production

Time Period:

June 2012 - November 2012

Project 2:

iTunes Campaign

Goal: To encourage young Americans to pledge to vote by creating a brand with youthful and fun visuals.

Roles/Responsibilities:

Facebook App design
Concepts
Graphics production
Overall production

Time Period:

March 2013 - December 2012

Project 3:

America4America Campaign

Goal: To use America Ferrera's star power to boost interest in voter registration for young Americans.

Roles/Responsibilities:

Splash page design
Micro-site design
Graphics production

Time Period:

January 2012 - May 2012

PROJECTS 4 AND 5 CONTINUED ON NEXT PAGE

Project 4:

Voto Latino - Graphics / Skins

Goal: To increase interactivity with Voto Latino's online following through the use of youthful designs.

Roles/Responsibilities:

Concepts
Graphics production

Time Period:

November 2011 - March 2013

Project 5:

VL Action Fund

Goal: The successful election of Latino candidates by using design to inform and inspire Latino voters.

Roles/Responsibilities:

Micro-site design
Concepts
Graphics production

Time Period:

June 2012 - November 2012

Freelance Graphic Designer June 2006 – Present / www.freddypech.com

Design of web pages, microsites, website content, social media graphics and printed collateral for various clients.

Project 1:

Code for Progress - Re-vamp

Goal: To re-vamp their overall look-and-feel to represent what they're about: diversity in technology.

Roles/Responsibilities:

Concepts
Graphics production
Email campaign design

Time Period:

December 2013 - February 2014

Project 2:

The Advocate - #ChampionEquality

Goal: To create a campaign with "viral" potential, in solidarity with Sochi's LGBT participants.

Roles/Responsibilities:

Graphics production
Facebook skin

Time Period:

January 2014 - February 2014

Project 3:

Ya Es Hora - Citizenship Campaign

Goal: To re-vamp their online presence to a more contemporary feel to boost numbers in Latino civic engagement activity.

Roles/Responsibilities:

Landing page re-design
Facebook/Twitter skins
Graphics production
Button design

Time Period:

June 2012 - November 2012

Project 4:

UCLA - Immigrant Youth Conference

Goal: To create a memorable brand, appealing to young immigrants who want to attend college.

Roles/Responsibilities:

Illustration
Graphics production
Facebook skins

Time Period:

March 2012 - May 2012

ECHOforward Music Agency / Lead Graphic Designer June 2010 – November 2011 / www.echoforward.com

Design of marketing material for artists such as Macy Gray (Grammy winner) and Aziatix (International pop band). Duties include webpage, banner, logo design, email newsletters, social media page design and HTML/CSS programming. Also managed the Graphic Design Internship Program.

Project 1:

AZIATIX – Website / Social Media

Goal: Modernize Aziatix's social media presence and boost their online following.

Roles/Responsibilities:

Website design
Concepts
Graphics production

Project 2:

Macy Gray – Website / Social Media

Goal: To enhance Macy Gray's current social media presence while keeping her brand consistent with her current materials.

Roles/Responsibilities:

Website concepts
Graphics production

Time Period:

August 2010 - November 2011

Time Period:

May 2011 - November 2011

EDUCATION

California State University, Los Angeles

Bachelor of Arts / Graphic Design-Visual Communication / 2006 - 2011

AFFILIATIONS

AIGA - The professional association for design / Member since 2009

CSULA AIGA Student Group / Vice-President for 2009-2010 school year

SKILLS & ABILITIES



Photoshop
Level: Expert



InDesign
Level: Expert



Illustrator
Level: Expert



Dreamweaver
Level: Advanced

Additional program knowledge:

Flash, After Effects, CMS platforms, HTML/CSS, Microsoft Office, iWork, Macintosh and Windows operating systems, social media, email marketing software, photography.

Skills:

Multitasking, time management, team player, caring
Bilingual: Spanish

SHOWS & AWARDS

2013 Design Work Highlight: DREAM Act Campaign
Undocumented and Unafraid Book

2011 CSULA Undergraduate Art Exhibition

2011 EMERGE Exhibition Participant

2011 CSULA Dean's List

2010 IDEAS at UCLA Design Award

2010 CSULA Undergraduate Art Exhibition

2007 Toyota MLE Scholarship Recipient

REFERENCES AVAILABLE UPON REQUEST



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