Pedro Peguero Jr.

Designer & Creative Director

pedropeguerojr.com ↗

About

12+ years of experience across agency, in-house, and freelance roles. Enjoy being hands-on in the design process and work, while also leading teams to do dope work. I love creating digital experiences, brand, motion, and campaigns, and a firm believer that leading with empathy, transparency, and a sprinkle of whimsy is what makes great work.

Brands

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

Odd Notion

Feb. 2026 — June 2026

Senior Designer (Permalance)

- Worked extensively across branding, production, and web design under an agency sprint model. Also established brand guidelines and systems across both existing and new clients, using platforms and tools such as Standards, Squarespace, Claude Code, Midjourney, and Canva.

FWD People

May 2025 — Feb. 2026

Associate Creative Director

- Contributed to award-winning work in the animal health and pet industries and winning new business that involved a new category of work for the agency that expanded our creative capabilities.
- Led a diverse creative team in partnership with the creative director of senior, production, and motion designers while maintaining four direct reports.
- 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.
- Actively maintained a hands-on, technical design approach, remaining actively involved in the work whenever possible.

The Mixx

Feb. 2020 — May 2025

Senior Art Director

Aug. 2024 — May 2025

Art Director

Dec. 2021 — Aug. 2024

Mid-Level Designer

Feb. 2020 — Dec. 2021

- Led projects end-to-end in partnership with creative + strategy directors, while working extensively with account and project managers, guiding work from concept and pitch through to execution and final delivery.
- Mentored and led a high-performing design team consisting of senior, mid-level, and junior talent, ensuring quality, collaboration, and strong asset management across all deliverables across the agency clients.
- Scaled the agency's digital capabilities by introducing Figma, enabling us to work within design systems, improve workflows, and have 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.
- Ownership of multiple projects in branding, animation, video, and digital production using tools such as Figma, After Effects, Premiere, Illustrator, InDesign, and Photoshop.

Parade Media

May 2018 — July 2019

Designer

- 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 and conversion.

---

kovdev

July 2015 — July 2016

Visual Designer

- Within a year, crafted hundreds of digital assets for new and existing product launches, expanding the product asset library by more than 10%.
- Independently managed the creation of essential files for large-scale use across multiple digital products.
- Worked directly with the Creative Director, ensuring swift and uniform updates across the company's product line during each monthly update.

Valiant Pixels

Jan. 2014 — June 2017

Co-Founder + Lead Designer

- 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 a range of clients in the tech and content creation industries.

Freelance

2012 — Present

Creative Direction + Design

- Branding, motion, and design direction 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.

  Select agencies and clients:
  Anomaly, Marriott, ActSecond, Snazzy Labs, and UnitedMasters.