Contact

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🌐 fredydesign.com

Skills

Design

- UI/UX Design
- Prototyping
- Wireframing
- Design Systems
- Branding

Development

- React
- HTML
- CSS
- JavaScript
- Next.js
- Firebase
- Tailwind CSS

Tools

Design

- Figma
- Photoshop
- Illustrator
- After Effects

Development

- Cursor AI
- ChatGPT
- Vercel
- Git & GitHub

Education

UC Irvine
B.A. Sociology, 2022

Fredy Pedro

UI/UX Designer & Front-end Developer

About Me

I am a UI/UX Designer and Front-End Developer based in Los Angeles with over three years of experience delivering intuitive and visually compelling digital products. Skilled in Figma, React, and Next.js, I guide projects from initial concept through to front-end implementation, ensuring each solution is both user-centric and impactful. I am passionate about creating seamless experiences that strike a balance between functionality and aesthetic appeal.

Experience

• UI/UX & Multimedia Designer

Arktura LLC • Sept 2022 - Mar 2025 | Gardena, CA

- Redesigned Arktura's Samples Store into an e-commerce platform with structured navigation and automated checkout, streamlining orders and reducing manual sales work.
- Created interactive prototypes and design systems in Figma to standardize workflows across internal teams.
- Optimized content for web performance, accessibility, and brand consistency, ensuring alignment with Arktura's reputation for architectural innovation.

• Marketing Intern

Rayann Capital • Mar 2020 - Aug 2021 | Remote

- Designed and delivered visual assets for digital marketing campaigns, including social posts, pitch decks, and investor-facing materials.
- Built and launched a Kickstarter campaign for ChefLab, a sub-brand of Rayann Capital, creating branding, promotional graphics, and landing page assets that secured early funding.
- Collaborated directly with leadership on storytelling and messaging strategy, translating complex financial concepts into clear, visually engaging communication.

• Social Media & Marketing Director

SAFIRE • Sep 2018 - Jun 2019 - Irvine, CA

- Directed social media campaigns and digital outreach for a student-led immigrant rights organization, boosting awareness and engagement across a 150+ member community.
- Designed and produced visual assets, flyers, and video content to promote workshops, rallies, and advocacy events, amplifying student voices.

Projects

Selah - Devotional web app built with Next.js, Tailwind, and Firebase, featuring AI-powered scripture Q&A and journaling.

Tidehaus — Full-stack surf e-commerce platform with Sanity CMS, product management, and custom animations.

Sea & Sky — Community support app for undocumented students; semi-finalist in UC Irvine's New Venture Competition.