FREDY PEDRO

UI/UX Design & Developer

CONTACT

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fredydesign.com

LinkedIn

Los Angeles, CA

SKILLS

Design

- Figma
- Prototyping
- Wireframing
- Interaction Design
- Design Systems
- User Research
- Usability Testing
- Accessibility

Code

- React & React Native
- Next.js
- TypeScript & JavaScript
- HTML & CSS
- Tailwind CSS
- Firebase
- Shopify

Tools

- Photoshop & Illustrator
- After Effects & Rive
- Cursor, Claude & ChatGPT
- Git, GitHub & Vercel

PROFESSIONAL SUMMARY

UI/UX designer and front-end developer with 4+ years across design, marketing, and development. At Arktura, I rebuilt a phone-and-email sample ordering process into an online store: about 80% of orders moved to self-serve checkout within 3 months, saving staff about 10 hours a week. I design in Figma and build in React, Next.js, and React Native.

WORK EXPERIENCE

UI/UX & MULTIMEDIA DESIGNER *Sep 2022 – Mar 2025*

Arktura LLC, Gardena, CA

- Rebuilt sample ordering from email, calls, and forms into an online Shopify store with automated checkout. **About 80% of orders** moved to self-serve checkout in 3 months.
- Saved staff **about 10 hours a week** and cut order errors by **about 30%**. Order records update instantly, not in days.
- Raised checkout completion from **about 60% to about 85%** by simplifying navigation and making product pages clearer.
- Won leadership approval with wireframes, secured budget for a photographer, and edited hundreds of product images.
- Built a Figma design system, customized the Shopify template to match the brand, and launched checkout with developers.
- Made checkout accessible: labeled fields, clear error messages, contrast-tested buttons and links, and image alt text.

MARKETING INTERN *Mar 2020 – Aug 2021*

Rayann Capital, Remote

- Built and launched the Kickstarter for ChefLab, a Rayann Capital sub-brand, including branding, promo graphics, and the landing page. The campaign secured early funding.
- Designed social posts, pitch decks, and investor materials, and worked directly with leadership to explain complex finance topics in plain language.

SOCIAL MEDIA & MARKETING DIRECTOR *Sep 2018 – Jun 2019*

SAFIRE, Irvine, CA

- Directed social media and outreach for a student-led immigrant rights organization, boosting awareness and engagement across a **150+ member** community.
- Designed flyers, graphics, and videos for workshops, rallies, and advocacy events.

EDUCATION

B.A. SOCIOLOGY *2022*

University of California, Irvine