FRED MADRID

DESIGNER · DEVELOPER · ENTREPRENEUR

SKILLS

- Branding
- Logo Design
- Visual Design
- User Experience
- Graphic Design
- Prototyping
- Web Design
- Mobile App Design
- Wordpress
- HTML, CSS, JS
- Animation
- Growth Hack

EDUCATION

IDEO ONLINE SCHOOL
Human Centered Design Certified

CSU OF SAN MARCOS
BA - Hightech Management

REFERENCES

ALI AYYASH
CEO & Founder of Lumeos
Mail: ali@lumeos.io

ROB BEHNKE
Founder of Halborn
Mail: rob.behnke@halborn.com

EMRE CELIK
CTO of Techcreative.io
Mail: emre.y.celik@gmail.com

ABOUT ME

Fred is a UX & UI designer and front-end developer with over 20 years experience designing for companies, agencies, & brands like Ron Paul, Under Armour, Disney, Hipmunk, Madden Brothers, Dalai Lama and more. Aside from his passion in design, he is a father of 3, attends local meetups, conferences, and hackathons. He also helps local entrepreneurs launch their idea through his startup, **Luckiest.co.**

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EXPERIENCES

2022 - 2025 — **HALBORN**
UX Designer, Graphic Designer
Designed marketing and brand assets, website, apps, banners, flyers, business cards, company profiles, pitch decks, and versatile social media and YouTube templates.

2020 - 2022 — **DISCREET LABS**
Designer
Redesigned web3 applications, crypto wallets, exchanges, marketing flyers, banners, mobile apps, website landing pages, and prototyping web3 marketplaces.

2018 - 2019 — **LUMEOS**
Designer, Front-End Dev
Led the team in UX & UI of their polling dapp. Re-designed & coded website, increased their signups to 5000 users. It is the 2nd largest social DAPP on EOS

2016 - 2017 — **NEKLO**
Designer, Front-End Dev
Redesigned rakenapp.com web assets such as web site, email newsletters, social media profiles, and other marketing materials.

2011 - 2016 — **FREELANCE**
Designer, Front-End Dev
Worked for various startups and agencies in San Francisco and got to work with brands like Databricks, Disney, Hipmunk, Under Armour, HP, BlogHer, Ron Paul's blog Voicesofliberty.com, Madden Brothers, WeCanna.

AWARDS

2018 - Pres — **NOUGIT**
Designer, Front-End Dev
EOS Hackathon San Francisco 2018 First Place Winner
475 participants from 26 countries. Responsible for the UX & UI of the MVP, Logo Design, Brand Strategy, Designing the Pitch Deck.

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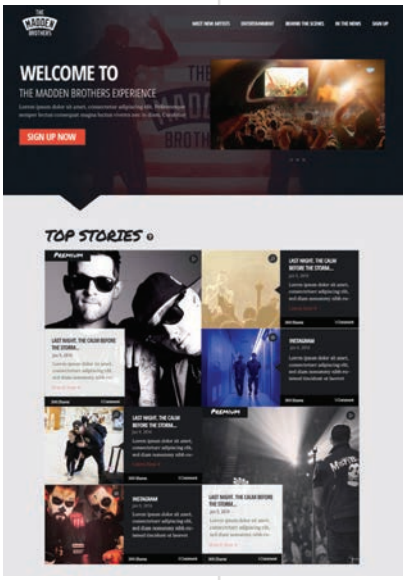
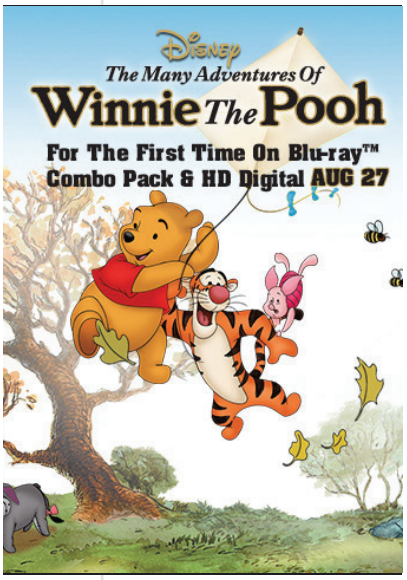
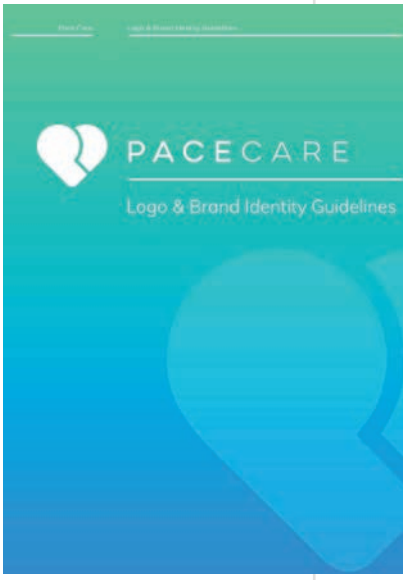
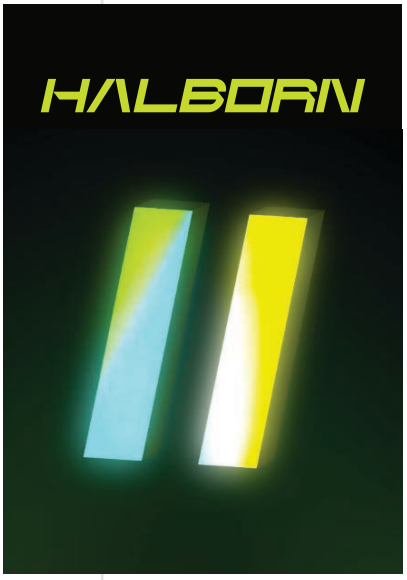
VOICES OF LIBERTY

POWERED BY RON PAUL









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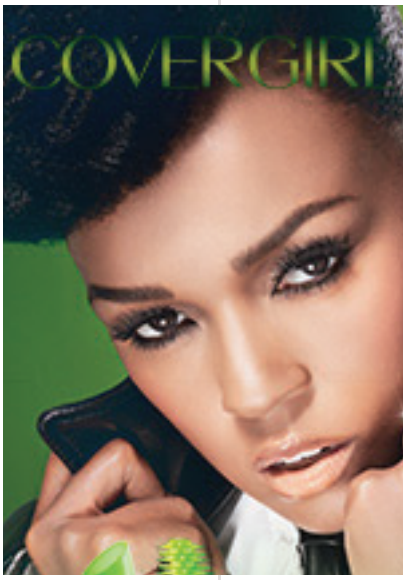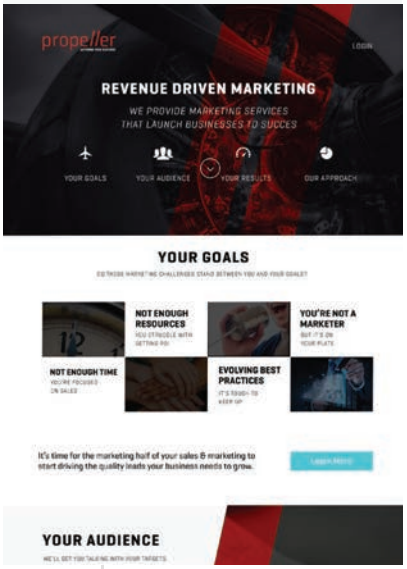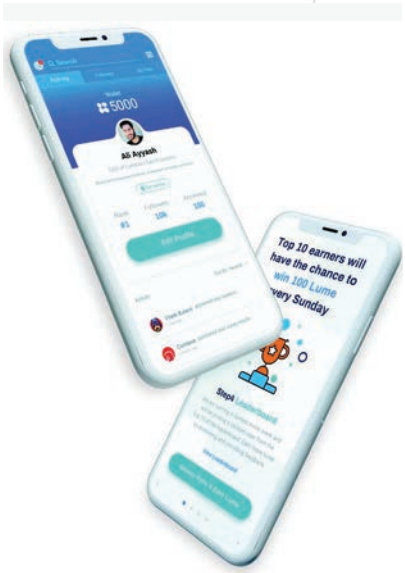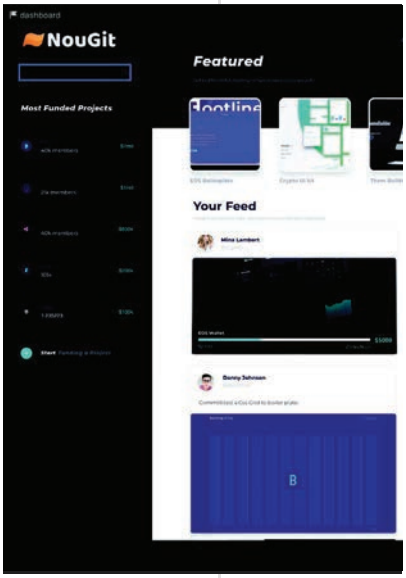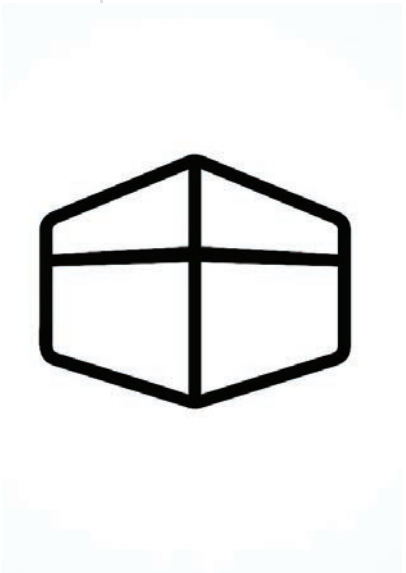
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