



## 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  
Phone: +1.313.641.5398  
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**ROB BEHNKE**  
Founder of Halborn  
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# FRED MADRID

DESIGNER · DEVELOPER · ENTREPRENEUR

## 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 run a blockchain co-working community space called Starfish.Network.

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**FREDMADRID.COM**

## EXPERIENCES

2022 - 2025	<b>HALBORN</b>
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	<b>DISCREET LABS</b>
Designer	Redesigned web3 applications, crypto wallets, exchanges, marketing flyers, banners, mobile apps, website landing pages, and prototyping web3 marketplaces.
2018 - 2019	<b>LUMEOS</b>
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	<b>NEKLO</b>
Designer Front-End Dev	Redesigned rakenapp.com web assets such as web site, email newsletters, social media profiles, and other marketing materials.
2011 - 2016	<b>FREELANCE</b>
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	<b>NOUGIT</b>
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.



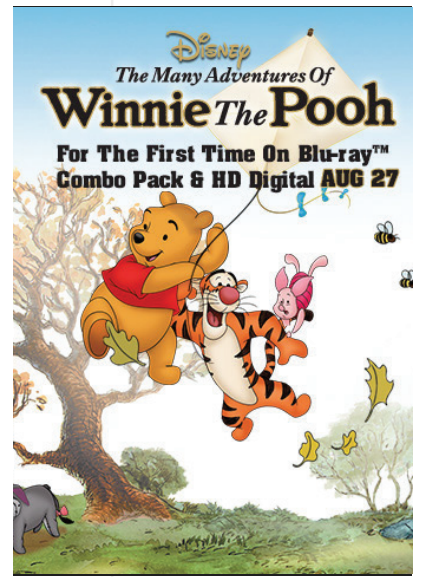
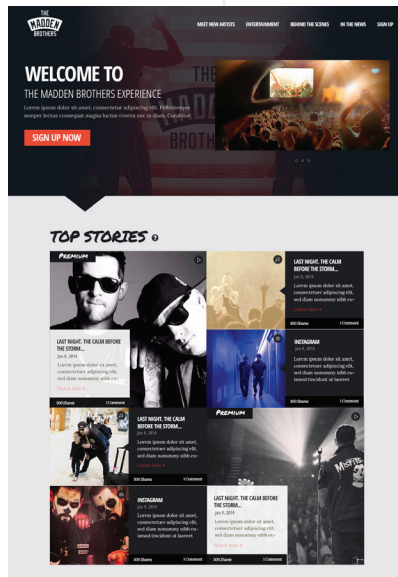
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# VOICES OF LIBERTY

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