



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

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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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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

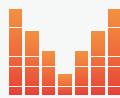
2018 - Pres **NOUGIT**

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.



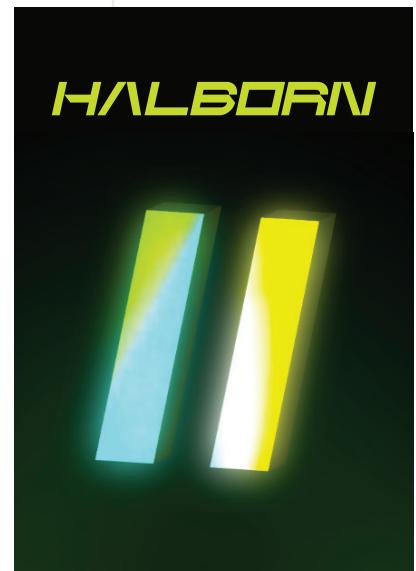
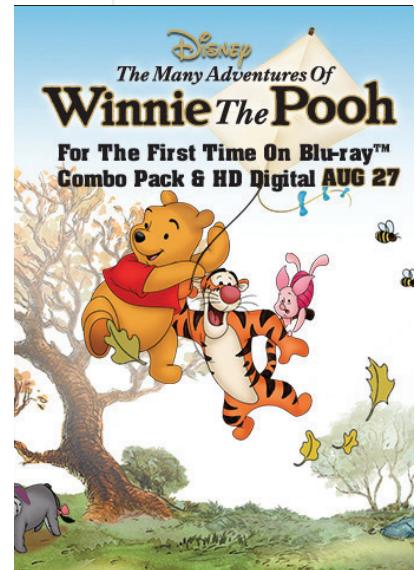
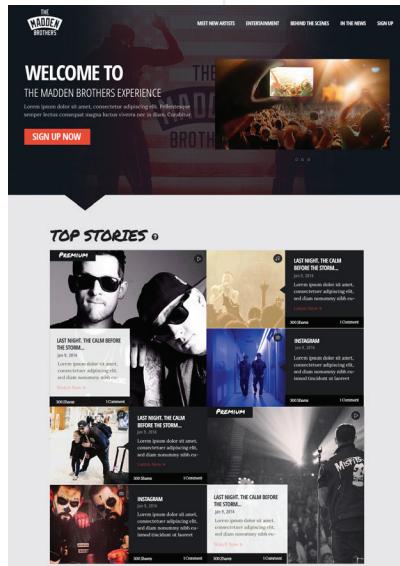
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VOICES OF LIBERTY

POWERED BY RON PAUL





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ENTREPRENEUR



propeller MARKETING & DESIGN

REVENUE DRIVEN MARKETING
WE PROVIDE MARKETING SERVICES THAT LAUNCH BUSINESSES TO SUCCESS

YOUR GOALS YOUR AUDIENCE YOUR RESULTS OUR APPROACH

DO THESE MARKETING CHALLENGES STAND BETWEEN YOU AND YOUR GOALS?

- NOT ENOUGH TIME YOU'RE FOCUSED ON SALES
- NOT ENOUGH RESOURCES YOU'RE STRUGGLING WITH GETTING AD
- EVOLVING BEST PRACTICES IT'S CHANGING TO KEEP UP
- YOU'RE NOT A MARKETER BUT YOU HAVE YOUR PLATE

It's time for the marketing half of your sales & marketing to start driving the quality leads your business needs to grow.

[Learn More](#)

YOUR AUDIENCE
WE'LL SET YOU TALKING WITH YOUR TARGETS.

