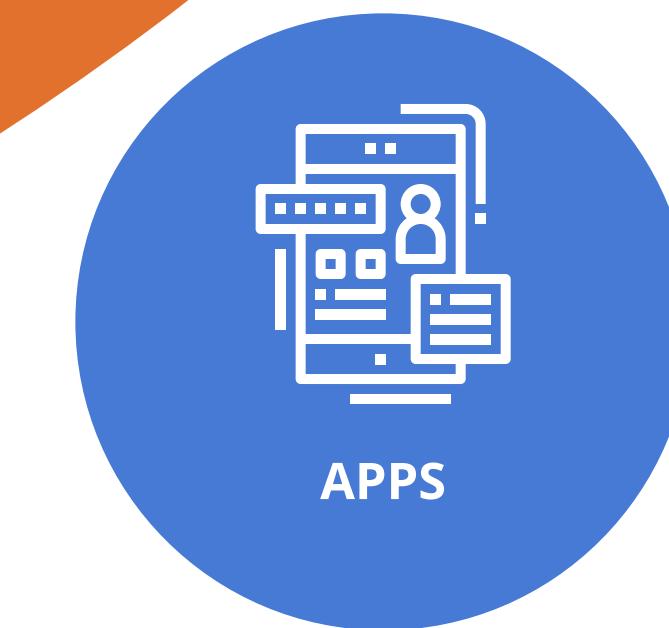


WELCOME TO

MADAGASCAR  
COLLECTIVE

WE ARE YOUR DIGITAL POWERHOUSE,  
WHERE YOUR BUSINESS THRIVES  
TO ITS FULL POTENTIAL.



APPS



BRANDING



WEBSITES



ONLINE FORMS



# THE TEAM



**Serina Zepeda**  
Product Designer  
Founder



**Ethan Flores**  
Software Developer  
Founder



**Miguel Castillo**  
Sr Product Designer  
Graphic Designer



**Jose Roman**  
Sr Software  
Developer



**Danny Castillo**  
Software Developer

We have over **7 years of experience** in product design, graphic design, and software development.



# OUR EXPERIENCE

## CORE SKILL SETS



Branding & Graphic Design



User Research



Product Design



Software Development



The image displays three versions of a website for "Gen Fulton Psychotherapy & Coaching".

- Version 1 (Left):** Shows a woman sitting on a bench outdoors. Below her is a bio: "Gen works with her clients based on where they are and what they hope to achieve rather than imposing an agenda on her clients. This holistic, person-centered approach has helped reduce intolerable and uncomfortable symptoms and increased insight, hope and harmony." A sidebar on the left lists "Areas of Expertise": Sports Performance, Stress/Burnout, Relationships, and Trauma/PTSD.
- Version 2 (Middle):** Shows a woman sitting at a desk with a laptop. Below her is a bio: "My approach to therapy focuses on conjointly developing goals that suit your needs to reduce stress, burnout and improve joy, inspiration and harmony in your life. Primarily utilizing neuroscience-backed techniques to improve emotional resiliency and nervous system regulation, I will work with you on developing goals that meet your needs. Sessions are paced at a rhythm that feels right for your nervous system regulation and needs. I utilize Somatic Experiencing, a mind-body approach to trauma healing and improving stress resiliency to work with individuals and athletes." A sidebar on the left lists "Areas of Expertise": Sports Performance, Stress/Burnout, Relationships, and Trauma/PTSD.
- Version 3 (Right):** Shows a woman smiling. Below her is a bio: "Hi, I'm Gen Fulton. My approach to therapy focuses on conjointly developing goals that suit your needs to reduce stress, burnout and improve joy, inspiration and harmony in your life. Primarily utilizing neuroscience-backed techniques to improve emotional resiliency and nervous system regulation, I will work with you on developing goals that meet your needs. Sessions are paced at a rhythm that feels right for your nervous system regulation and needs. I utilize Somatic Experiencing, a mind-body approach to trauma healing and improving stress resiliency to work with individuals and athletes." A sidebar on the left lists "Areas of Expertise": Sports Performance, Stress/Burnout, Relationships, and Trauma/PTSD.

Each version includes a "Ready to take the next step?" section with a "Schedule Free Consult" button and a footer with navigation links like "About", "Services", "Contact", and "Privacy Policy".

# OUR PROCESS

## Discovery



- Consultation
- User Research
- Industry Research
- Strategy
- Analysis of Needs
- Project Scoping
- Roadmap

## Design



- Branding
- Ideation
- Wireframes
- Prototyping
- Style Guide
- Feedback
- Accessibility

## Build



- Coding
- Integration
- Testing
- Bug Fixes
- Responsive Product
- Deployment

## Launch



- Delivery
- Deployment
- Training
- Documentation
- Handoff

## Validate



- Product Analysis
- User Feedback
- Retrospective
- Ongoing Support



# WHY MADASA?

- ✓ We do the **research** within your industry and competition for you.
- ✓ We create strategically **relevant designs** that align with your business goals.
- ✓ We implement **effective coding** practices and leverage the latest technologies.
- ✓ We give clear **communication** and support for the handoff of your product.





# CASE STUDY: PSYCHOTHERAPY & COACHING WEBSITE

Gen Fulton Consultancy



# WHO IS THE CLIENT?



## The Who

Gen is a licensed psychotherapist and mental performance coach.

## The Mission

To empower her therapy and coaching clients through her strengths-based, mind-body approach.

## The Goal

To establish a strong online presence that serves as an extension of her practice, expanding her reach for new clients, and providing support to a wider audience.



# UNDERSTANDING THE CLIENT

**The need**  
A user-centric  
**responsive**  
**website**



## Discovery



Consultation

Research

## Design



Iterative Design

Branding

# EXECUTING THE SOLUTION



**Outcome**  
**20% increase** in visitor traffic after 3 months



# FINAL DELIVERABLES



Branding / Logo



Responsive Website

The image displays the final deliverables for Gen Fulton Consultancy's website across four different devices. The website features a clean, modern design with a dark header and a light-colored footer. The main page includes a hero image of a man and a woman in a park, the company name, and service offerings like Psychotherapy & Coaching. A testimonial from a professional golfer is shown on a tablet. A laptop screen shows a consultation call interface. A smartphone highlights a 'Schedule Free Consult' button. A desktop computer shows a section on 'Areas of Expertise' with four categories: Sports Performance, Stress/Burnout, Relationships, and Trauma/PTSD, each with a brief description and a 'See More' link.

# TESTIMONIAL



**Gen Fulton, LMFT, SEP (She/Her)** • 1st  
LMFT #131130 & MPGA Level I Coach  
31m •

• • •

I want to give a big shoutout to my amazing website development team, **Miguel Castillo Garcia, Ethan F. Flores** and **Serina Zepeda** for designing my business cards, ensuring delivery of them before an important networking event, and for creating my website from scratch in a tight window (**GenFulton.com**). You guys completely blew me away with your design ideas, communication, professionalism, research, openness to feedback and delivery. Thank you for being an awesome team!! **#websitedesign #websitedevelopment Miguel Castillo Garcia Serina Zepeda Ethan F. Flores #Kudos** I just wanted to say **#ThankYou**



# READY FOR THE NEXT STEPS?

## Let's keep in touch!

-  [contact@madasacollective.com](mailto:contact@madasacollective.com)
-  [Calendly link](#)
-  [MadasaCollective.com](http://MadasaCollective.com)



## Your next steps

If you have any questions please email us or view our website for more information.

If you are ready to start the discussion of joining forces to design your personalized digital experience, please schedule a free discovery call through our Calendly link so you can see if our team is a good match for you!

# OUR STORY



**A Product Designer met a Software Developer in Santa Barbara, CA, and founded... a digital powerhouse.**

Inspired by our previous backgrounds as a Structural Engineer (Serina) and Army Combat Engineer Veteran (Ethan), **we are driven by the belief that unconventional backgrounds can be harnessed to redefine success.** As a result, we founded Madasa Collective, a California-based team specializing in branding, product design, and software development. We assembled a team of talented and experienced individuals across multiple disciplines to craft innovative solutions. Our collective combines industry expertise with diverse perspectives to deliver high-quality products to our clients.

