

Frederick Arguello

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Senior Designer

An all-round designer to elevate your brand from your online presence, to the customer journey, to the product experience

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Senior Designer

RallyUp.com

2021-2026

Remote United States



- Led the Design Team collaborating with CEO, Content, Marketing and Sales teams, Product Management, Engineers, Project Management, and Customer Experience team.
- Worked on brand identity and brand assets across all customer touch-points from social media, to main website, to trust directories, to video and static content for YouTube and the blog, and print assets for sales and events. This includes a re-brand project in collaboration with Red Antler agency.
- Worked on product branding assets from motion, animation and graphics connecting the main brand identity to the product experience as well as UX strategy to further improve the core product flows and interface.
- Was involved in high-level business strategy and planning and owned the design process aligning with our quarterly goals while managing and mentoring a small design team.
- Facilitated workshops to identify data-driven solutions and potential refinements and improvements to the brand to increase impact in the market as well as creating and maintaining the design system to consistent brand execution.
- Supported various custom design initiatives for primary partners, including Microsoft and Brothers Trust.

Key skillset overview

- Data-driven & Scalable design
- Design & Brand Strategy
- Graphic Design
- Web Design
- UX & Interaction design
- Adv. Prototyping
- Video & Motion Design
- Design Systems
- Design Management
- Team Management
- Mentorship
- Fluent English - Native Spanish

Lead Designer

StayWell

2018-2019

Remote Canada



- Led the product design initiative for a mobile application for iOS and Android and a desktop web app. Two-sided experiences, bookings, payments, and CRM.
- Collaborated with an engineer and the product owner while overseeing the 0-1 of the project from product discovery to hand-off.
- Assisted with initial research and insights consolidation. Prototyped responsive solutions for further testing and hypothesis validation.
- Developed the brand and its assets while supporting visual consistency across platforms.

Toolbox

- Figma
- Adobe Creative Suite - Affinity
- Webflow - Framer - Astro
- Da Vinci Resolve - Calvary
- Spline - Rive
- FigJam - Miro - Whimsical
- ProtoPie - Principle
- Cursor - OpenCode - Lovable
- FullStory - Hotjar - MixPanel
- Asana - Slack - Teams
- Notion - Slite - Guru
- Zeroheight - Zeplin

Freelance Designer

2017-2021

Remote United States, Canada, EU

- Brand and Graphic Design** -- Strategy services, research, consolidation, execution, and evolution.
- Web Design** -- Strategy services, content creation, brand alignment, development, and implementation.
- Product Design** -- Strategy services, research, problem-definition, business goals alignment, ideation, prototyping, testing, and dev hand-off and integration.

Education

Web Design & Development

AOLCC Canada
2019 - 2020

Brand & Graphic Design

On-demand online education
2015 - 2018

English Language CEFR C1
(Currently C2)

LSI New Zealand
2015

Brand Designer

Biologica & The Greens Factory

2015-2017

Argentina



- Worked on the brand identities of two distinct brands in the wellness industry while targeting different markets.
- Created a brand system for each brand with photography, packaging, and digital mockups for their physical products, including print material.
- Created end-to-end e-commerce websites, retail presence, and all graphic assets for both brands