

RED ZEDRICK M. BARELA

CREATIVE DEVELOPER | DIGITAL DESIGNER | ENTREPRENEUR

Baliuag, Bulacan, Philippines | redzbbarela26@gmail.com
Facebook: [Aidenn Barela](#) | Portfolio project links available soon

AVAILABLE FOR

Freelance websites
UI/UX and branding
Full-stack platforms
Creative collaboration

PROFILE

Creative developer, digital designer, entrepreneur, and Senior High School ABM student with hands-on experience in full-stack platforms, UI/UX, graphic design, video editing, business strategy, and project leadership. Builds digital experiences that combine strong visual direction with practical systems and real business value.

SELECTED DIGITAL PROJECTS

Syntra - AI-Powered Business Ecosystem

2026 - Ongoing | Product strategy, UI/UX, SaaS architecture

- Designing a unified ecosystem for startup creation, business operations, professional services, networking, opportunity matching, automation, and AI recommendations.
- Planned modules include an AI startup wizard, workspace, CRM, inventory, orders, bookings, payments, invoices, analytics, marketplace, network, and AI Hub.

FixFlow - Filtration Business Platform

2026 | Full-stack development, UI/UX, business systems

- Built a platform connecting product discovery, customer accounts, admin operations, inventory, replacement reminders, referrals, commissions, financing, payouts, and after-sales support.
- Technical work includes React, Node.js, Express, Prisma, PostgreSQL, Supabase, Vercel, Render, API development, deployment, and debugging.

Frontier Life - Multiplayer Roblox Project

2026 | Systems architecture and gameplay scripting

- Developed server-authoritative gathering, inventory, economy, tools, skills, quests, tutorials, data services, regions, properties, social systems, vehicles, combat, events, and NPC architecture.

Resort Website Template

2026 Concept | Hospitality UI/UX and reusable template design

- Designed as a customizable customer template for room discovery, amenities, galleries, destination information, inquiries, and a future-ready booking experience.

CORE SKILLS

Development

HTML, CSS, JavaScript, React, Node.js, Express, REST APIs, Prisma, PostgreSQL, Supabase, Git, Vercel, Render

Design

UI/UX, responsive design, wireframing, prototyping, graphic design, branding, image editing, video editing

Motion

Scroll animation, micro-interactions, page transitions, motion graphics, interactive interfaces

Business

Product planning, customer journeys, entrepreneurship, marketing, leadership, project coordination, client communication

EDUCATION

Senior High School - ABM Strand
San Benildo Integrated School, Baliuag

LEADERSHIP

Vice President
Benildean Creatives

Project Leadership School, creative, entrepreneurship, and development teams

WORKING STYLE

Creative problem solving
Adaptability
Critical thinking
Self-directed learning
Business-minded design
Clear communication

EXPERIENCE, ENTREPRENEURSHIP & ACHIEVEMENTS

A broader record of practical work, leadership, and creative development.

EXPERIENCE & ENTREPRENEURSHIP

Founder & Creative Lead - Escents by Zed

2024 - Present

Built an inspired-fragrance business through product selection, brand identity, packaging direction, pricing, promotions, customer communication, reseller and consignment planning, and school-event selling.

Freelance Graphic Designer & Video Editor

Ongoing

Creates promotional graphics, social content, product visuals, posters, website imagery, brand assets, and edited video materials for business, school, and creative projects.

Junior Graphic Designer

2021

Gained early practical experience in visual production, discipline, adaptability, teamwork, and delivering creative work in a professional setting.

Food Service Crew - Chowtime

Prior experience

Developed customer service, teamwork, reliability, and the ability to work efficiently in a fast-paced environment.

ESCENTS BY ZED - BUSINESS HIGHLIGHTS

- Developed Avrielle and Aidenn fragrance collections for women and men.
- Created product descriptions, announcements, social-media campaigns, promotional bundles, and event selling materials.
- Planned reseller and consignment terms, inventory quantities, collection schedules, loss/damage responsibilities, and store incentives.
- Balanced school responsibilities with production, marketing, customer communication, and business operations.

LEADERSHIP & RECOGNITION

Service Award

Vice President, Benildean Creatives

Academic Achiever with Honor

4th Quarter, April 2025

2nd Placer - Badminton Men's Singles

SBISB Intramurals 2025

3rd Place - School Hymn Video Making

Vision and Mission Week 2023

Best Motto - Male

SHS Week, March 2025

STRENGTHS

Problem solving
Leadership
Critical thinking
Adaptability
Creativity
Competitiveness
Entrepreneurial thinking

CURRENT DIRECTION

Continuing to develop Syntra while refining FixFlow, expanding full-stack skills, building reusable website solutions for customers, and preparing project case studies and public live links.

CONTACT

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