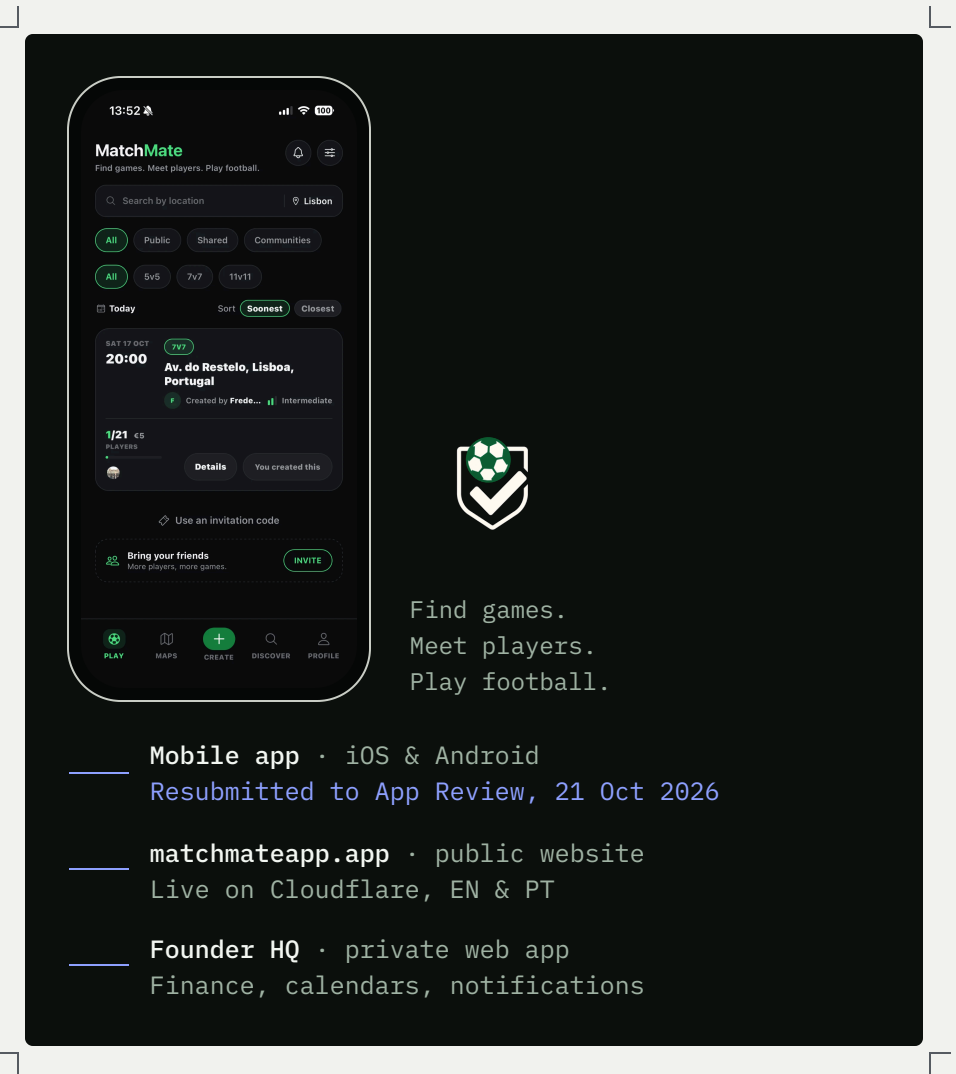


FREELANCE • PORTUGAL • ENGLISH & PORTUGUESE

The digital side of your business, *handled end to end.*

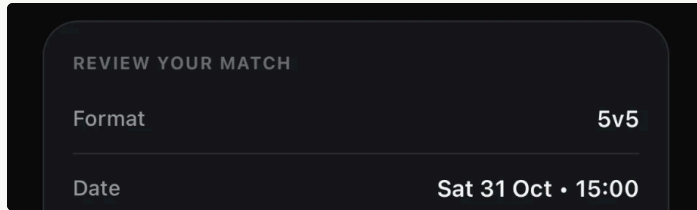
Website, brand, content and the internal tools behind them, planned by a Management graduate and built properly. I led all of it for MatchMate, the football startup I co-founded.



MatchMate, end to end

SELECTED WORK · SIX CONNECTED DELIVERABLES

One startup, taken from a problem in a group chat to an app in App Store review, with everything a young business needs around it. Each stage was my work.



01 · PROBLEM & SCOPE

A plan people could actually ship

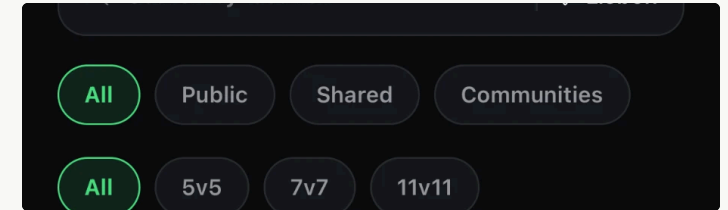
Football only, no in-app payments, no data the app didn't need.



02 · BRAND & DESIGN SYSTEM

One look, written down

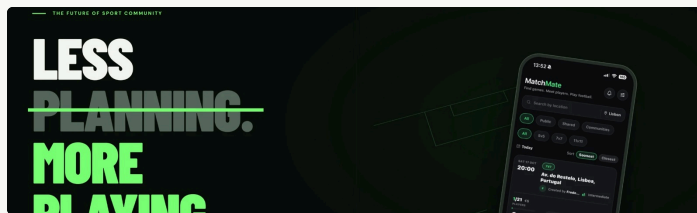
App, site and Instagram that look like one product.



03 · THE APP

iOS & Android, on a real backend

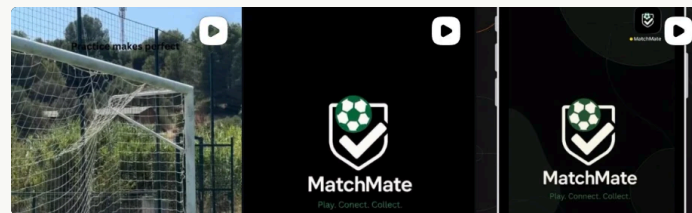
Resubmitted to Apple on 21 Oct 2026, now in review.



04 · WEBSITE

matchmateapp.app

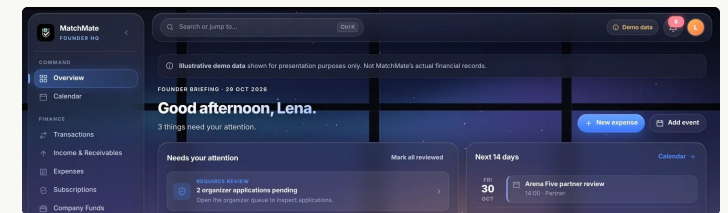
Live in English and Portuguese, with a tap-through demo.



05 · MARKETING CONTENT

@matchmatept

200,000+ views and 960 followers before launch.



06 · INTERNAL TOOL

Founder HQ

Calendar sync and iPhone alerts tested end to end.

What I can do for your business

SERVICES & PRICES

01

Websites & digital experiences

For when people can't find you online, or what they find doesn't do the business justice.

Landing pages and sites of up to 5 pages, in two languages or more, with interactive demos, domain, hosting, legal pages and a handover guide.

Seen in: [matchmateapp.app](#), and [this portfolio in eight languages](#)

from €450 landing page

from €1,200 site up to 5 pages, in two languages

02

Branding & marketing content

For when the business looks different on every flyer, post and slide, or the message isn't landing.

Brand starter kits (logo refinement, colours, type, a one-page guide), social templates and short Reels, and pitch, sales or investor decks.

Seen in: [the MatchMate design system](#) and [Reels with 200K+ views](#)

from €500 brand starter kit

from €350 launch content pack

from €500 deck of up to 12 slides

03

Digital products & internal tools

For when the business runs on spreadsheets, memory and group chats, or an app idea needs testing first.

Private web apps and dashboards for money, schedules and reports, calendar sync and phone notifications, and working first versions of an app idea.

Seen in: [Founder HQ](#) and [MatchMate](#), from [prototype](#) to [App Review](#)

from €1,500 internal tool

quoted after a call app prototypes

Prices in euros, VAT added where applicable. Every quote is a fixed price, in writing. Extra work outside the agreed scope: €35 an hour. Optional care plan for updates and fixes: from €40 a month.

Your website, on me.

FOUNDING PROJECTS • TWO PLACES

I'm selecting two businesses to work with as I build my independent studio. I'll design and develop your website or landing page at no charge. You cover only any agreed third-party costs.

- Only two businesses will be selected. Projects are chosen for fit and scope, so applying doesn't guarantee a place.
- Up to two rounds of revisions included.
- You own your accounts and the agreed deliverables.
- Work outside the agreed scope needs a separate agreement.
- Deliverables and timing agreed in writing before work starts.
- You pay only external costs you approve: domain, hosting, paid fonts, third-party services or subscriptions.
- Shown in my portfolio only with your permission.



Two free website or landing-page projects

Design and development at no charge. Regular projects follow the prices on the previous page.

APPLY AT [FREDCOELHO.COM/#APPLY](https://fredcoelho.com/#apply)
OR FREDCOELHO1816@GMAIL.COM

Agile Consulting, Rotterdam

CONSULTING & RECOGNITION · ROTTERDAM 2026

“He did not ask questions for the sake of asking them, but because he wanted to understand the real issue behind a situation.”

Guus van Haastregt

Coordinator and Lecturer, Agile Consulting · Rotterdam University of Applied Sciences

“He combines analytical ability with business judgement. He understands numbers, but also sees the broader organizational context.”

Guus van Haastregt

Agile Consulting

“Frederico impressed us – and the companies – with his presentation skills and his convincing storytelling.”

Hans van Oudheusden

Senior Lecturer · Former President, Rotterdam International Case Academy

Rotterdam Business School, Feb–Jun 2026 · consulting assignments with Cappon Tax, Bijzaak and S4 Energy · top tier of a 47-student cohort · perfect score on the individual advisory report. Full letters on request.

RECOGNITION · THREE DISTINCT RESULTS

TEAM · S4 ENERGY FINAL PRESENTATION

1st place

Our final presentation for S4 Energy was ranked first.

TEAM · OVERALL RANKING

2nd place overall

Agile Consulting 2026. A separate result from the S4 Energy presentation.

INDIVIDUAL AWARD

Most Inspiring Student

Certificate from Rotterdam University of Applied Sciences.

Worked with Cappon Tax, Bijzaak and S4 Energy. The company names are public; the consulting work itself is confidential under NDA.

MatchMate

From a browser prototype to an app in App Store review, with a brand, a website and a back office built around it.

THE PROBLEM

Organising a game shouldn't be harder than playing it.

Casual football runs on group chats. People reply in different threads, some drop out the night before, and nobody is sure who's coming. MatchMate puts the whole match in one place.

PROBLEM	MY ROLE	APPROACH	DELIVERABLES	OUTCOME
Casual football is organised in chaotic group chats.	Co-founder. Product direction, brand, design, build and content.	Cut the scope to one sport, test it as a browser prototype, then rebuild it on a real backend.	iOS & Android app, design system, website, Instagram content and Founder HQ.	App resubmitted to Apple on 21 Oct 2026. Website live. 200K+ Reel views.

The most useful work was deciding what to leave out.

The first plans covered every sport, bookings, payments and a social feed. Getting to a version people could use meant cutting, on purpose.

DECISION 1

Football first

The design system was written for six sports. V1 launches with one, so every screen can be built and tested properly.

Before ~~Football, padel, tennis, basketball, running~~
V1 **Football**

DECISION 2

No payments in the app

In-app money adds regulation, store rules and risk. Players settle up outside the app, as they already do.

Before ~~In-app payments planned~~
V1 **"Payment is arranged directly with the organiser."**

DECISION 3

Ask for less data

Apple questioned why sign-up asked for date of birth and city. Neither was needed, so both were removed and the app resubmitted on 21 Oct 2026.

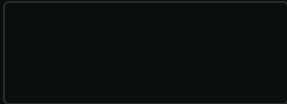
Before ~~Date of birth, city~~
Now **Only what the app needs**

Urban sport culture, premium polish.

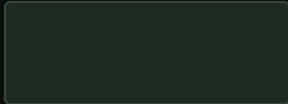


MatchMate

Dark mode default · green for action · warm orange for social moments



Background
#0B0F0C



Surface
#1E2B22



Accent
#66D17A

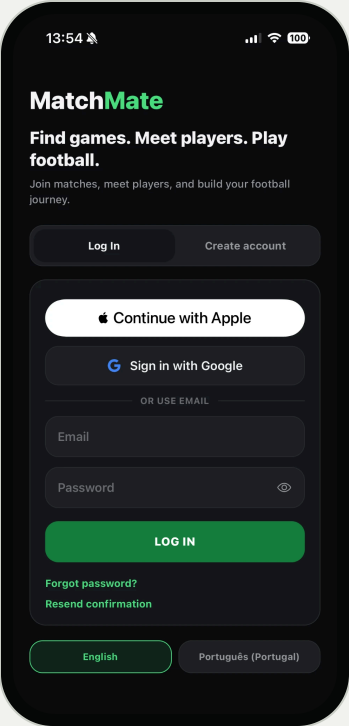


Warm
#FF6A2A

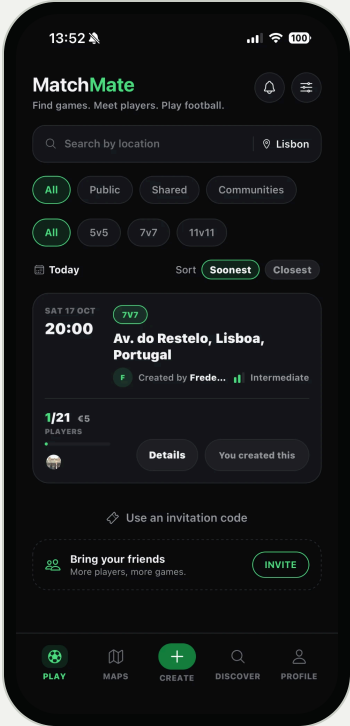
Two moods mixed: *Urban Premium* for structure and calm, *Street Editorial* for personality. Written down as a design system so every screen, post and page follows the same rules.

FEEL Bold, not messy. Premium, not boring.	AVOID Startup templates, gaming UI, unlicensed club logos.
BUTTONS One green primary action per screen.	MOTION Fast, smooth, controlled.

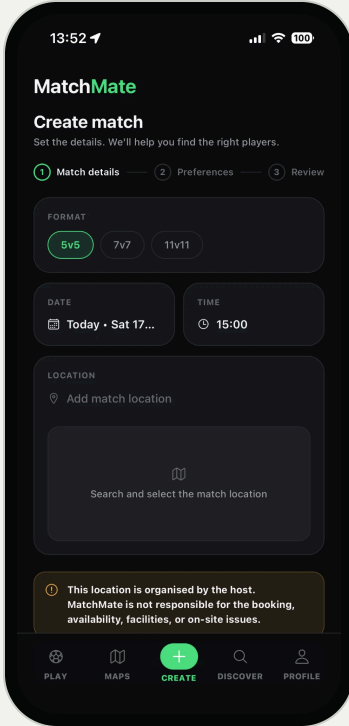
Built around the life of one match.



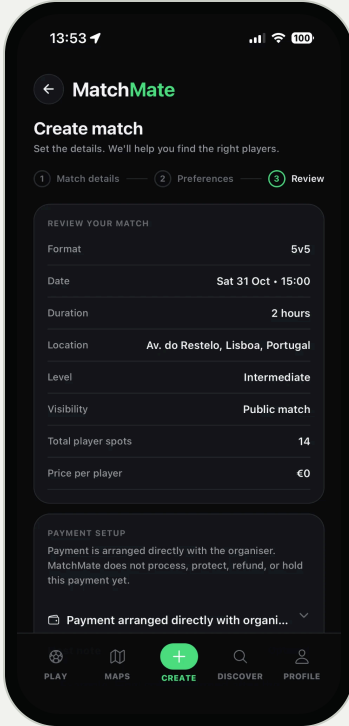
01 · LOG IN
Apple, Google or email;
language switch up front.



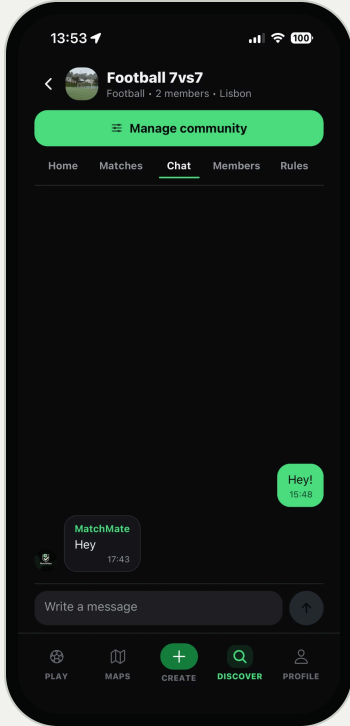
02 · PLAY
Nearby matches, filtered by
format and visibility.



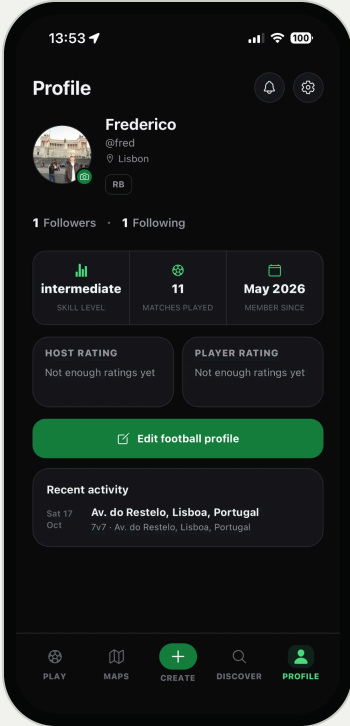
03 · CREATE
Three steps; the host owns
the venue.



04 · REVIEW
Payment arranged with the
organiser.



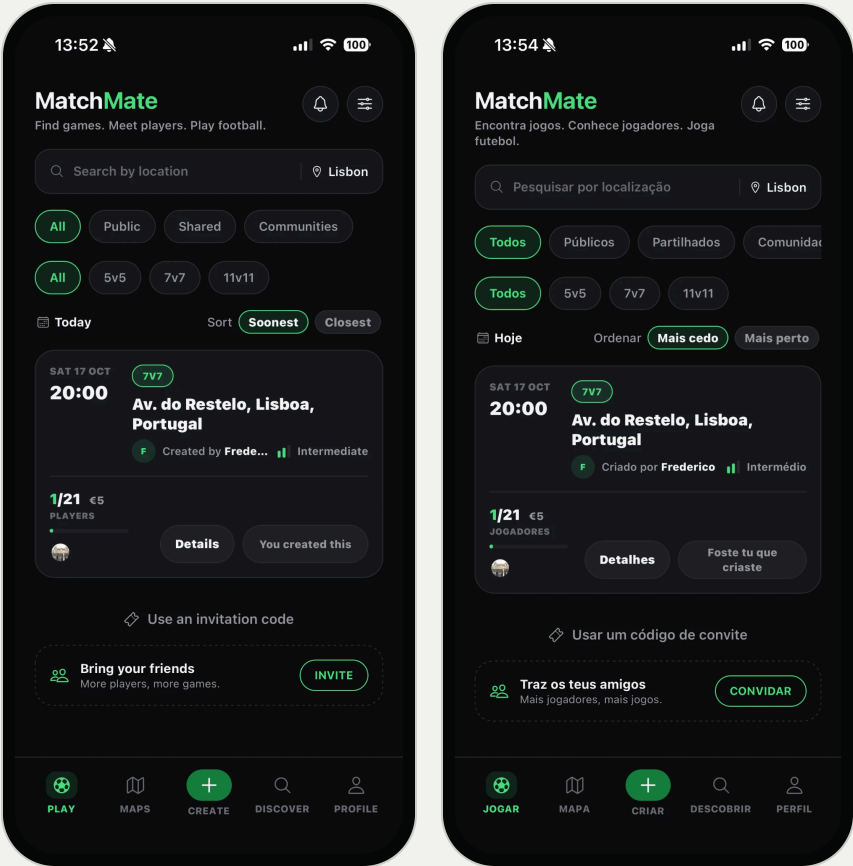
05 · COMMUNITY
Matches, chat, members
and rules.



06 · PROFILE
Skill level, matches and
ratings.

Find, organise, play, stay safe.

FIND – Discover matches nearby – Map of games and pitches – Location only while the app is open	ORGANISE – Create a match in three steps – Invite players with a code – Waiting list when full
PLAY TOGETHER – Match chat – Communities with chat and rules – Host and player ratings	TRUST & SAFETY – Report and block – Photos reviewed before they appear – In-app account deletion



EN · PT-PT

Every screen in English and European Portuguese, switchable from the first screen.

From looking like an app to working like one.

MATCHMATE · 6 / 9 · PROCESS

“If a child can type any email and get inside, it is not a real login system.”

MATCHMATE PROJECT NOTES, APRIL 2026

○ Prototype in Expo Snack

The idea tested in a browser and on a phone.

○ A real project

Local development, Git, builds for Apple and Google.

○ Real accounts and backend

Supabase, with database rules on who sees what.

● Security passes and release gates

Build 27: full QA on real phones. Build 28: fixes only.

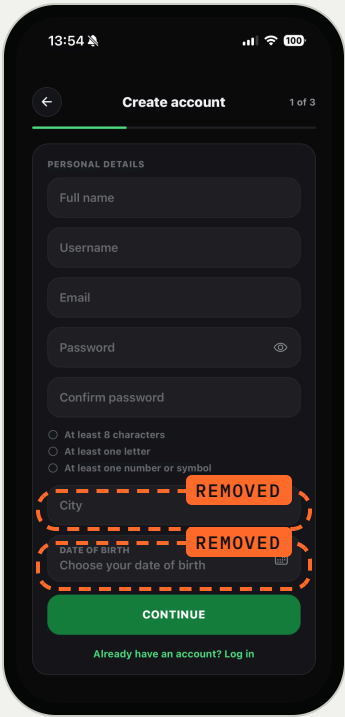
RELEASE GATES

The last builds before submission follow strict rules: full testing on real phones, then fixes only, so nothing new slips in at the end. Every build also runs 18 automated checks first.

How I work with AI: I built MatchMate with AI coding assistants (ChatGPT, Codex and Claude). I set the direction, made the product and design decisions, reviewed the work and tested it on real devices. The assistants wrote much of the code. I'm responsible for what ships.

Apple asked a fair question.

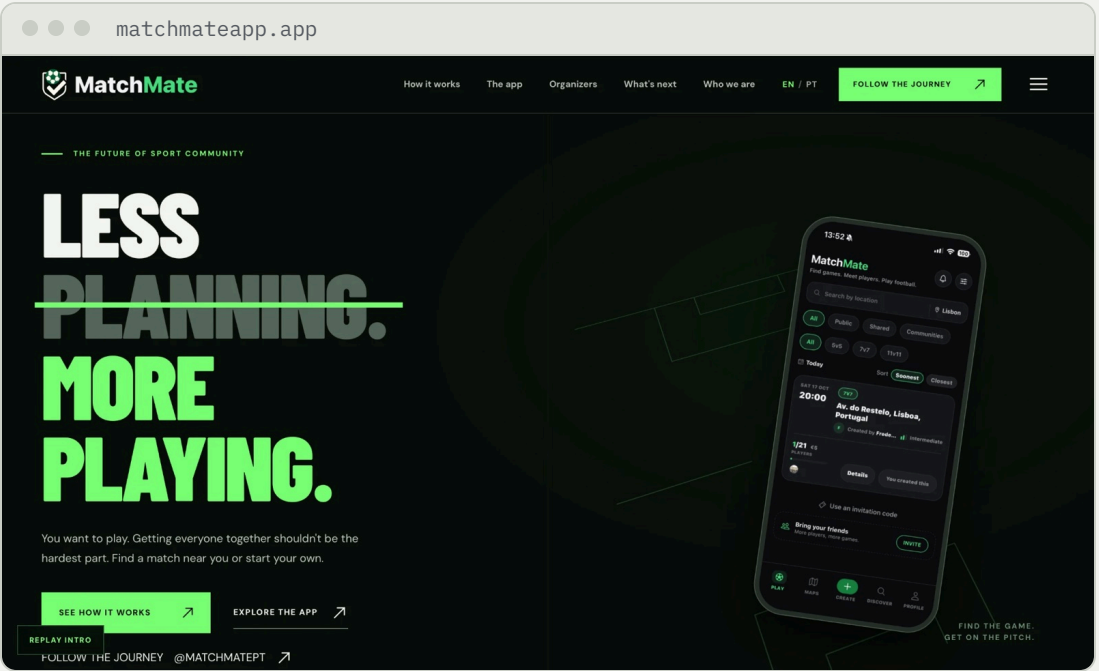
Sign-up collected a date of birth and a city. MatchMate didn't need either. Both were removed and the app resubmitted on 21 October 2026.



REAL SCREENSHOT, BEFORE REVIEW

Every field on a form is a promise about why you need that data. If there's no good answer, the field goes.

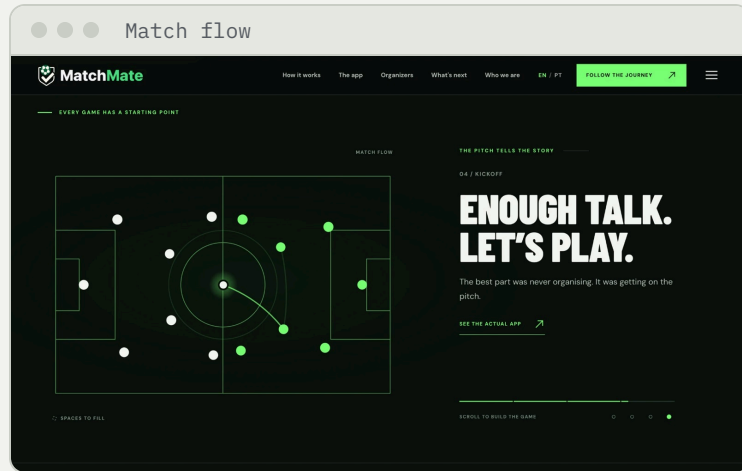
Less planning. More playing.



The public website: the promise in four words, next to the real app. Hosted on Cloudflare, in English and Portuguese, with the legal pages the stores require.

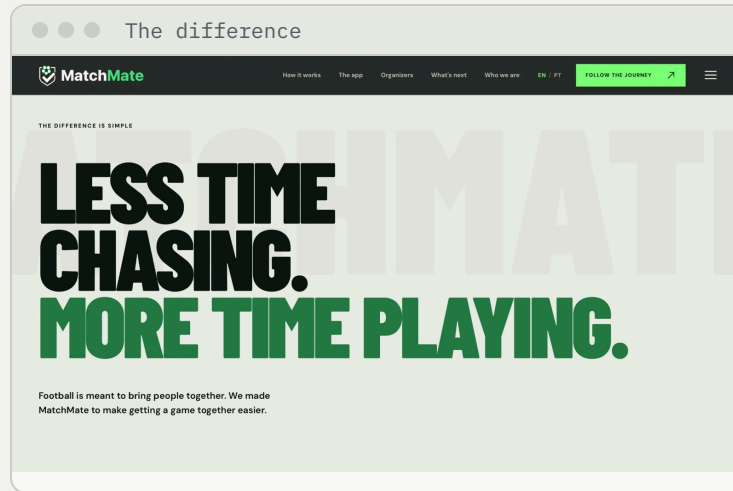
A website that makes the idea click.

MATCHMATE • 8 / 9 • WEBSITE



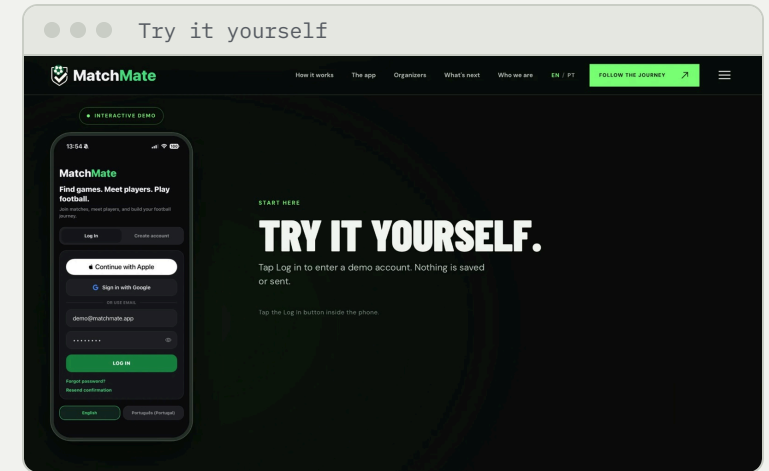
MATCH FLOW

Scroll to build the game: players fill an animated pitch up to kickoff.



THE DIFFERENCE

A poster-like break that states the benefit plainly.



TRY IT YOURSELF

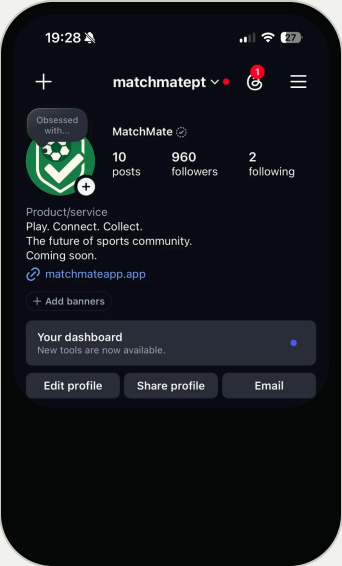
An in-browser demo account. Nothing to install, nothing saved or sent.

Terms, privacy, safety, contact and a public account-deletion page are generated from the same source the app displays, so the site and the app can never disagree. Early design experiments ran in Wix before the move to Cloudflare.

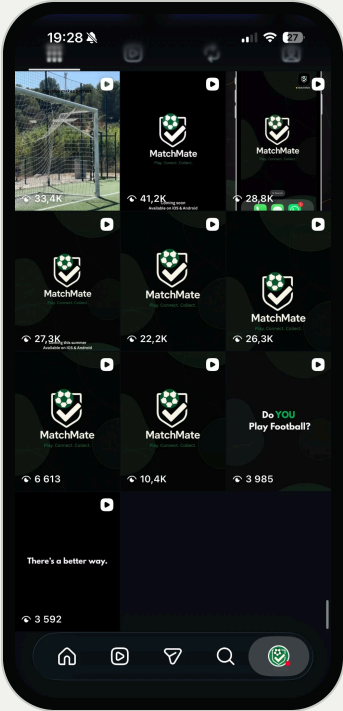
[MATCHMATEAPP.APP](#)

Ten Reels. 200,000+ views. 960 followers.

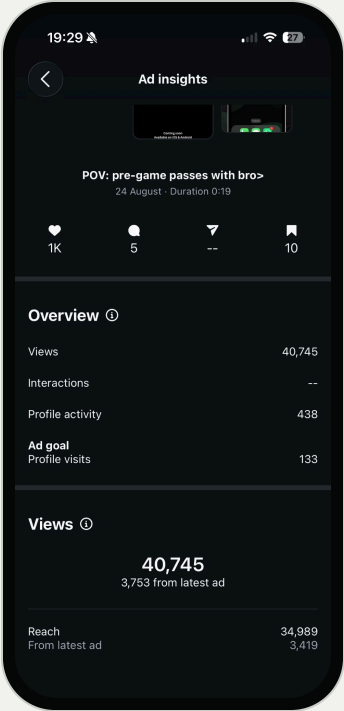
MATCHMATE · 9 / 9 · CONTENT & RESULTS



@MATCHMATEPT



10 REELS



TOP REEL · INSIGHTS

Made in Canva: Reels in Portuguese and English mixing humour, pitch-side footage and the mess of organising games in group chats. Every Reel was boosted; the account grew while the app was still “coming soon”.

TOP REEL · “POV: PRE-GAME PASSES WITH BRO”

Views	40,745
Accounts reached	34,989
Likes · follows	1,001 · 438
Latest ad spend	€5.93
Profile visits · cost each	133 · €0.04

INSTAGRAM INSIGHTS, ONE-YEAR VIEW, 27 OCT 2026

[INSTAGRAM.COM/MATCHMATEPT](https://www.instagram.com/matchmatept)

Founder HQ

A private operating system for MatchMate. Built to run the business side of the company.

Finances and subscriptions, founder settlements, planning, calendar coordination and operations, in one private place. Important dates go straight to the founders' phones and calendars.

PUBLIC

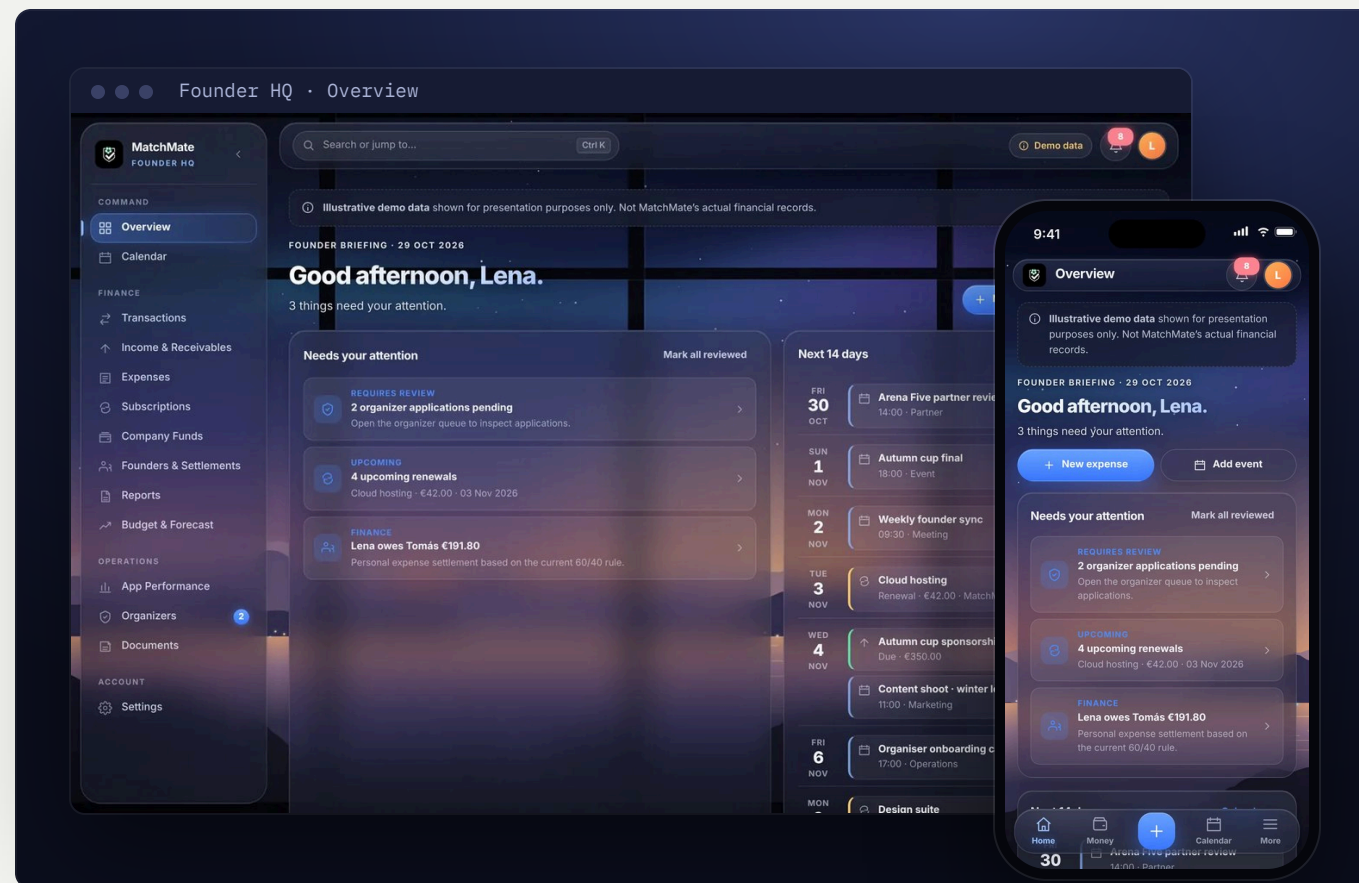
Mobile app

PUBLIC

Website

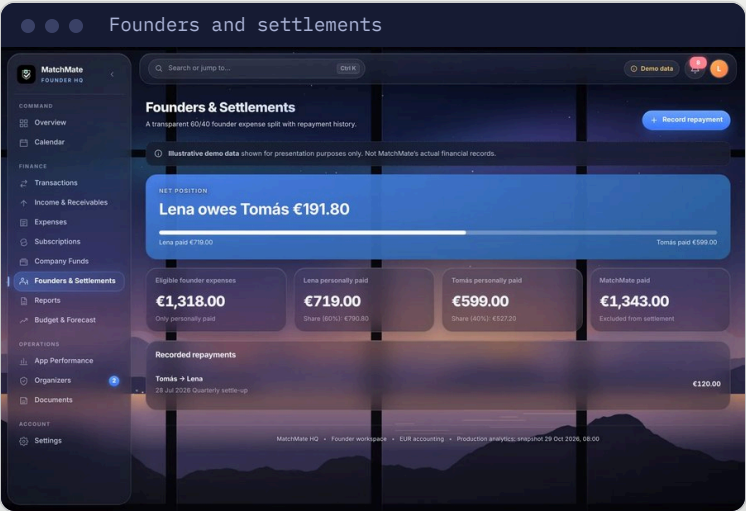
PRIVATE

Founder HQ



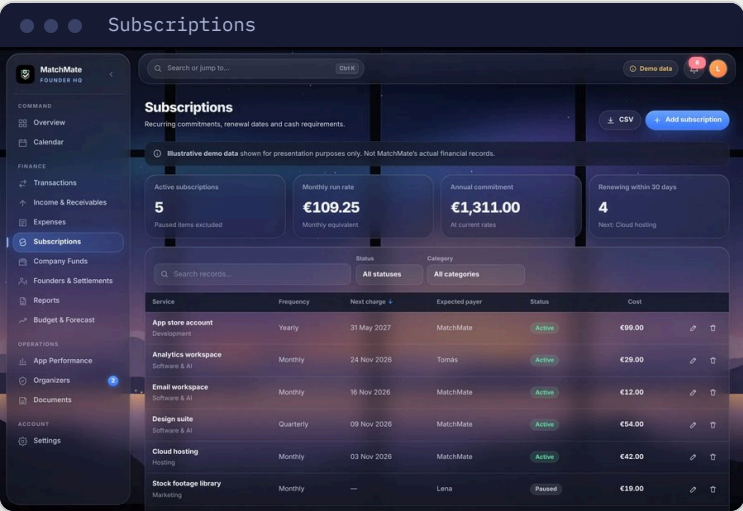
DEMO DATA Illustrative demo data shown for presentation purposes only. Not MatchMate's actual financial records.

One private place for the business.



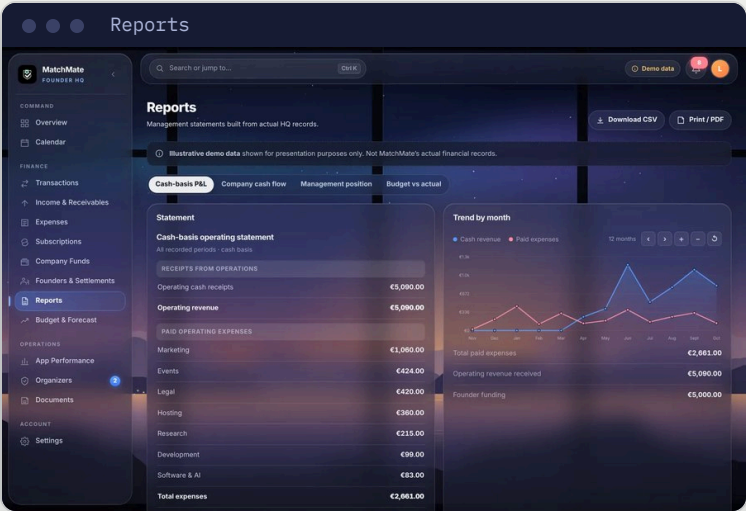
FOUNDER SETTLEMENTS

Who paid what personally, and who owes whom under the agreed split.



SUBSCRIPTIONS

Running costs, yearly commitments and the next renewals.



REPORTS

Cash-basis statements and monthly trends, ready to export.

01 Financial tracking

Revenue, paid expenses, company cash and a cash-basis result.

05 Calendar and scheduling

Meetings, renewals and deadlines, synced to phones.

02 Expenses and subscriptions

Every cost with its payer and category, and every renewal.

06 Operations

Organiser applications, app metrics and company documents.

03 Founder settlements

Who paid what, and who owes whom under the agreed split.

07 Notifications and integrations

iPhone alerts, Google Calendar sync, an Apple Calendar feed.

04 Planning and forecasting

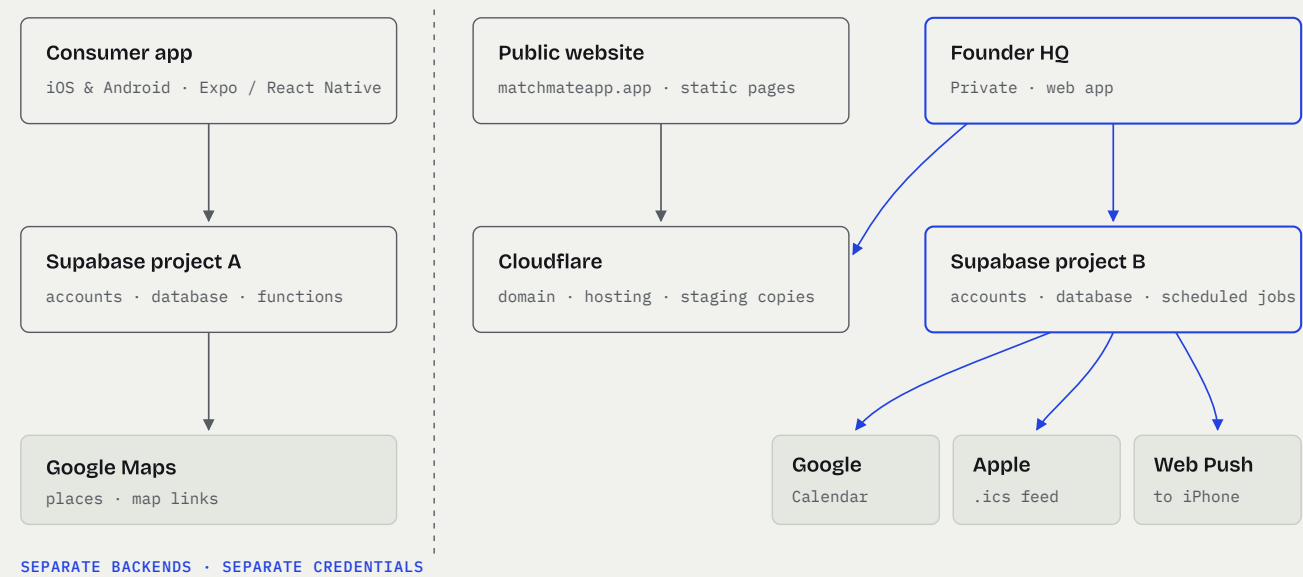
Monthly budgets, burn, runway, NPV and IRR models.

08 Private founder access

Only approved founders sign in; the server checks every request.

DEMO DATA Illustrative demo data shown for presentation purposes only. Not MatchMate's actual financial records.

Three products. Two backends.



GOOGLE CALENDAR

Connects through Google sign-in, creates its own calendar and syncs automatically. Keys stay on the server.

✓ Create, edit, delete tested end to end

APPLE CALENDAR

A private, replaceable subscription link adds events to an iPhone, read-only.

✓ Test event delivered

WEB PUSH

Installed on the Home Screen, HQ sends real phone notifications without an app store.

✓ Tested on a physical iPhone

It keeps working when nobody has it open.

SCHEDULED JOB	RUNS	WHAT IT DOES
Push delivery	every 1 min	Sends notifications that are due.
Calendar sync	every 2 min	New, changed and deleted events to Google.
Reminder scan	every 5 min	Finds dates that need a reminder.
Maintenance	daily	Keeps the data tidy.

Releases go to a staging copy first, are checked on desktop and iPhone, then packaged for production. New features use controlled database migrations so existing financial records stay intact.

WHAT I LEARNED ACROSS MATCHMATE

Looking finished isn't being finished.

I check the parts you can't see: login, data, permissions.

Test and live never touch.

Staging points at test resources only.

Collect only what you need.

Every extra field is a privacy question for later.

Desktop is not a phone.

I test on a real iPhone before calling it done.



Business first, then the build.

I studied Management, so I start with the questions that decide whether a project is worth doing. On Erasmus in Rotterdam I joined Agile Consulting at Rotterdam Business School, advising real companies on live cases. I finished in the top tier of a cohort of 47 and was named Most Inspiring Student.

Then I co-founded MatchMate, and learned to make what a startup needs when there's nobody to hand it to: brand, app, website, content, legal pages and a back office. That's what clients get: one person who understands the business question and can build the answer.

EMAIL

fredcoelho1816@gmail.com

LANGUAGES

Portuguese, English

WHAT HAPPENS NEXT

I reply within two working days. We have a free 30-minute call. You get a written proposal with a fixed price and a date, with no commitment until you say yes.

SEE THE WORK LIVE

matchmateapp.app

instagram.com/matchmatept

linkedin.com/in/frederico-coelho-ba5834164