Hello! I'm Frédo.

Strategic storytelling meets real-world execution: building trust, markets, and momentum

Over the past 30 years, I've followed a rewarding path blending creativity, strategy, and a passion for meaningful connection. My journey began in music, languages, and philosophy—then evolved into technology and strategic marketing. That blend allows me to see opportunities differently. Early on, I dove into the world of cybersecurity with the Computer Security Institute and helped ActivCard grow from a small French data security startup into a global player. At Novell, AXENT, and CacheFlow, I brought new infosec solutions to market while harnessing the power of collaboration, rigor, and listening. In 2001, I co-founded Workingarts—a place where storytelling, technology, and community intersect. From global tech firms to local school districts, I've integrated strategy and design to help organizations connect, grow, and build trust.

Key Benefits

Multilingual & Cross-Cultural Fluency

Native fluency in French and English, Conversational in Italian, Spanish, German, and Japanese. I bring global communication skills to every project.

Tech-Driven Strategy with Heart

From Silicon Valley startups to local school districts, I combine security-savvy, practical tech solutions with authentic human connection.

Co-Founder, Storyteller, Bridge-Builder

Workingarts isn't just a business—it's a philosophy of design, trust, and meaningful engagement across sectors.

PROJECT IGNITION





AT A TIME.

workingarts.com

LET'S BUILD THE FUTURE. ONE STORY, ONE SCHOOL

IN PRACTICE

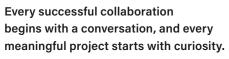
MUSD

(Madera Unified School District)

Developed a unifying bilingual brand and modernized digital infrastructure for for a dozen school sites including three high schools—transforming communication and fostering inclusive engagement across a diverse, mobile-first community.

PROOF POINTS

- Led strategic branding for a major Central Valley school district,
 balancing cultural inclusivity and visual modernization
- ➤ Designed mobile-first, multilingual websites that serve 70%+ of families accessing via smartphones
- Produced three-time state awardwinning quarterly educational publications that enhanced trust and transparency
- Partnered with leadership to craft a scalable, equity-focused PBL ecosystem for student-driven learning



I'd love to hear more about your story and explore what we can build together.



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