

Michal Pechardo

UI / UX / Product / Brand

I'm a self-taught designer focused on building solutions. I have an eye for design and a thirst to learn more.

2015 - PRESENT

SmugMug & Flickr

- Create end-to-end web and mobile experiences that delight users.
- Produce components and brand style guides.
- Build wireframes and high-fidelity assets that evolve through a process of design thinking and iteration.
- Manage and maintain a design system.
- Promote product and marketing design consistency and brand identity.

2015

Turo

- Increase sign-ups by developing strategic marketing pages.
- A/B test messaging and design patterns to better reach the target audience.
- Create custom ads, icons, and illustrations for brand and marketing.

2011 - 2013

YourSports

- Create wireframes, layouts, and icons for the web and mobile app.
- Collaborate with the app team to develop a custom user-interface.
- Design marketing emails and print materials.

2010 - 2015

RC Consulting

- Redesign the marketing website and establish a clear brand identity.
- Create landing pages, logos, emails, and print materials for marketing.
- Maintain all the websites, create ads, and improve SEO.

Say hello!

EMAIL:

michalpechardo@gmail.com

PORTFOLIO:

michalpechardo.com

FOLLOW ME: @MICHALP24

