



Hi! My name is Rachel, but you can call me Shel.

I'm a Brazilian **Product Illustrator** based in Stockholm.

In my "past-life" as Product Designer, I've always used illustration as a tool to enhance the user experience. After the long road, I hanged the designer hat and focused where my heart beats the most: **Illustration**.

Nowadays my work is to carefully craft illustrations balancing brand, user and message while maintaining a visual library that is consistent and easy to use.

Details

MY NAME IS

Rachel Aquino Pardo

NATIONALITY IS

Brazilian

BUT I ALSO HAVE

Italian citizenship

YOU CAN CALL AT

+46 73-389 45 85

OR EMAIL ME

rachelapardo@gmail.com

CHECK MY PORTFOLIO

www.shel.work

SOME LATEST THINGS

[instagram.com/shel.png](https://www.instagram.com/shel.png)

THE FULL JOURNEY

[linkedin.com/in/rachelpardo](https://www.linkedin.com/in/rachelpardo)

I'M REALLY GOOD AT

Adobe Illustrator, Figma, Procreate, Photoshop and User validation.

ON MY FREE TIME I LIKE TO

Draw, watch anime, play on Nintendo Switch, walk in the forest and cook dubious food.

NOW I'M EXPLORING

Character animation on After Effects and wood carving.

Work experience

FEB 2022
CURRENTLY

Product illustrator

Kivra - Stockholm, Sweden

- Defining new brand illustration style
- Creating illustration system and library
- Providing illustrations, iconography and motion for app, marketing and internal communication

SEP 2020
FEB 2022

Product designer

Ericsson - Stockholm, Sweden

- Defining new illustration style for internal communication
- Creating illustration system, guidelines and library

MAY 2019
SEP 2020

Digital designer

Designit - Stockholm, Sweden

- Defining UI key-visuals and high-fidelity animated prototype
- Developing illustrations for clients and internal communication

JUN 2018
MAY 2019

Product designer

C6 Bank - São Paulo, Brazil

- Defining new brand illustration style
- Creating illustration system and library
- Providing illustrations for app

JAN 2017
JUN 2018

Product designer

Banco Original - São Paulo, Brazil

- Construction iconography system and guidelines
- Conceptualizing new visual for mobile app

DEC 2016
OCT 2011

Ad agencies

São Paulo, Brazil