steve pecko

BRAND | BUILD | SHIP | SELL

Team Lead: Design + Creative
Background: UX + Visual Design
Focus: Brand + IPO + Product Launches
Role / Fit: Product UX/UI + Marketing / Sales
Experience: In-House + Agency Creative

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@impeckoble

UED Team Lead | Visual Design Manager | Brand Sheriff | UX & Marketing Liaison

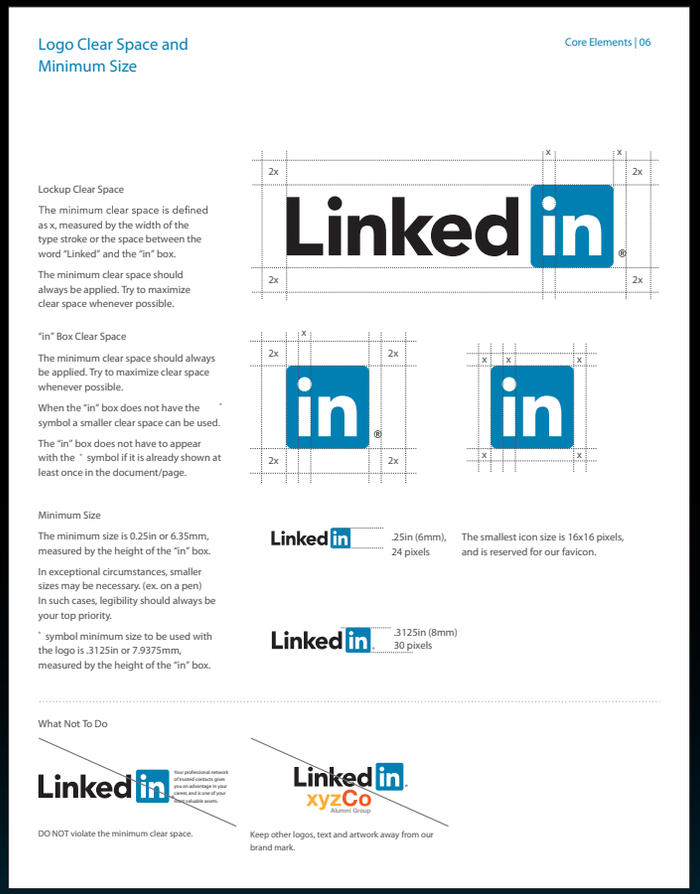
BRAND MANAGEMENT

LinkedIn Visual Identity
Brand Training & Enforcement

Objective: As keeper of the corporate Visual Identity style guide, the UED Marcom team will ensure consistent use of core brand elements across all touchpoints.

Role: Audit existing materials, and work with AOR to establish a flexible visual identity style guide for core elements. Document to be shared internally and with external partners. Conduct quarterly Brand Training workshops for designers, Marketers, and agencies. Establish a portal for brand assets, and a process for review & feedback of materials.

Rockstar: Amanda Poray, Visual Design (while with Lux Design)



Logo Clear Space and Minimum Size

Core Elements | 06

Lockup Clear Space

The minimum clear space is defined as x, measured by the width of the type stroke or the space between the word "Linked" and the "in" box.

The minimum clear space should always be applied. Try to maximize clear space whenever possible.

"in" Box Clear Space

The minimum clear space should always be applied. Try to maximize clear space whenever possible.

When the "in" box does not have the * symbol a smaller clear space can be used.

The "in" box does not have to appear with the * symbol if it is already shown at least once in the document/page.

Minimum Size

The minimum size is 0.25in or 6.35mm, measured by the height of the "in" box.

In exceptional circumstances, smaller sizes may be necessary. (ex. on a pen) In such cases, legibility should always be your top priority.

* symbol minimum size to be used with the logo is .3125in or 7.9375mm, measured by the height of the "in" box.

.25in (6mm), 24 pixels

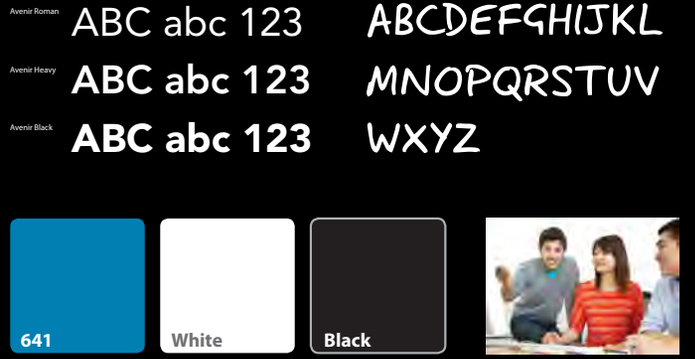
The smallest icon size is 16x16 pixels, and is reserved for our favicon.

.3125in (8mm) 30 pixels

What Not To Do

DO NOT violate the minimum clear space.

Keep other logos, text and artwork away from our brand mark.



INITIAL PUBLIC OFFERING

LinkedIn IPO Roadshow Materials

Objective: Position LinkedIn as the premiere professional network built upon a scalable data platform with multiple revenue streams. File S1 artwork with SEC and develop powerful roadshow and opening-day materials, with the overall goal of exceeding pre-IPO valuation of $3B.

Audience: Investors & Financial Institutions

Role: Concept development for S1 artwork. Collaborate with UED Marcom team on keynote presentation concepts and themes. Oversee design and production by visual designers. Meet daily with CEO and CFO to review status. Work directly with SEC and NYSE contacts for filing.

Contributors: UED Marcom, Executive Team, Public Relations, Morgan Stanley

Rockstars: Efrat Orkin, Visual Design; Michal Huang, Visual Design

PROGRAM METRICS

1ST SOCIAL SITE

$45 OPEN PRICE

$4.3B VALUATION

Roadshow presentation

Event signage

LNKD NYSE
MAY 19, 2011

S1 cover wrap

PROGRAM BRANDING

Putting America Back to Work:
A Town Hall with President Obama

Objective: Leverage the White House Town Hall forum and President Obama's American Jobs Act to drive awareness of LinkedIn as the platform for career management & professional conversation.

Audience: Small Business Owners, Grads, Veterans

Role: Concept development, overall program look & feel. Manage team of designers, collaborate with WebDev and Engineering for launch.

Contributors: The White House, Consumer Marketing, Brand, UED Marcom, Tencue & Event Alchemy (agencies)

Rockstar: Efrat Orkin, Visual Design

PROGRAM METRICS

4.5K MEMBERS

9K COMMENTS

170K VIEWS

Event branding

Photo by Stephen Lam/Getty Images

Branded Logo Treatment

Email to SF Bay Area members:
162k clicks

Homepage 300x250:
41k clicks

CAMPAIGN CONCEPTS

LinkedIn Insider
Securely share company information with your colleagues

Objective: Develop "billboard" concepts to help define and communicate the value proposition of a new enterprise product. To be used initially for internal executive pitches.

Strategy: Balance value proposition with key feature benefits, revealing end-user themes around Sharing, Knowledge and Collaboration.

Role: All visual concepts, image research, copywriting and layout.

EVENT BRANDING

LinkedIn Talent Connect 2011
Corporate Recruiting Conference

Objective: Establish look & feel around "Power of We" event theme that could extend to stage, event signage, print collateral, online destinations & mobile. Develop CEO's opening keynote and product introduction for senior executives.

Role: Program look & feel, creative concepts. Manage team of visual designers; oversee presentation development, meet regularly with Executive team for feedback and revisions. Review and provide feedback to external design vendors.

Contributors: UED Marcom, Enterprise Marketing, Tencue & Event Alchemy (event agencies), external web & design contractors

PROGRAM METRICS

2.5K	+20%	2
ATTENDEES	INCREMENTAL Q4 REVENUE	KEYNOTES

Registration page

Event look & feel

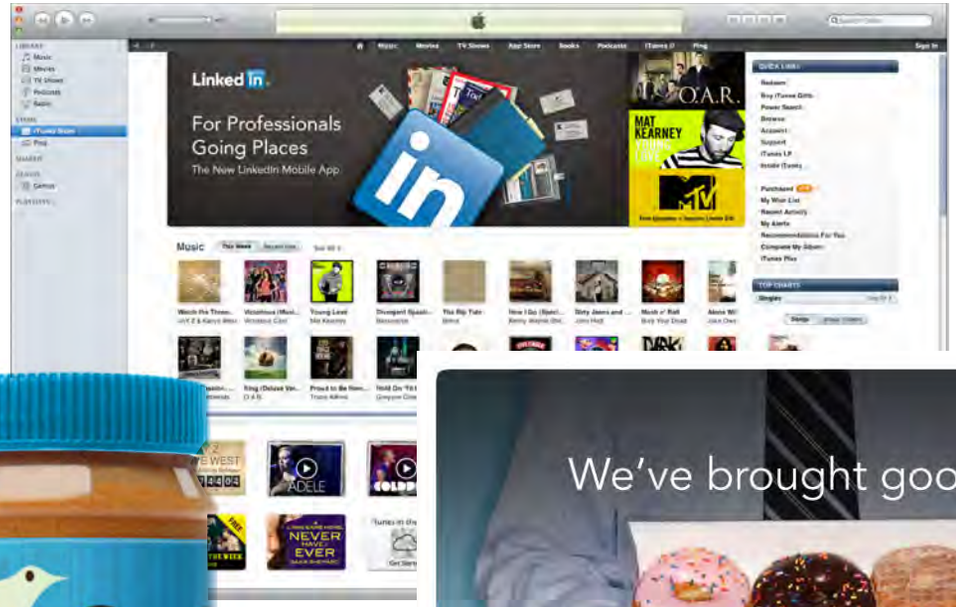
Creative concepts

CEO keynote presentation

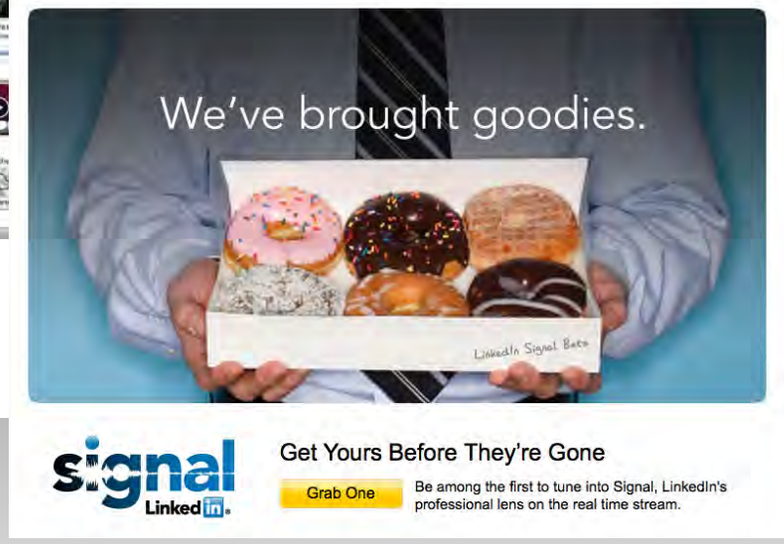
Flickr: Photos by LinkedIn Talent Connect 2011

Print collateral

iTunes App of the Week: LinkedIn Mobile (Aug 2011)



Mashable: Twitter and LinkedIn Status Updates are Now Synced (Nov 2009)



LinkedIn Signal limited launch page coordinated with company announcement at TechCrunch Disrupt 2011

GETTING PRESS

Product Launches with Pick Up

Objective: Develop creative assets associated with key product launches, partnerships and company announcements. PR deadlines typically shorter than 72 hours.

Role: iTunes: oversee Visual Design team; collaborate with Consumer Marketing & Mobile teams for approvals with Apple. Twitter: creative concepts, production and delivery. Donuts: Signal logo design, landing page concept visuals and copy.

DROPIN

Familiar game, familiar faces.

HACKDAY PROJECT

DropIn
Tetris with Your LinkedIn Connections

Pitch: To celebrate the 27th anniversary of everyone's favorite time-killer, we set out to hack a professional version of Tetris. Leveraging an open-source Tetris javascript and the LinkedIn API, we pull first degree connection headshots into the bricks. Hovering over a face reveals that member's latest status update. The interface relies heavily on the original brick geometry and familiar cyrillic characters.

Role: Game UI / UX, instructions and all visual design

Rockstar: Matthew Shoup, Hacker in Residence – Javascript, API calls, tech, etc.

Fun Fact: First ever "game" released (unofficially) by LinkedIn. Originally deemed "unprofessional" by VP of Product during HackDay judging.

Play Now! www.linkedinlabs.com

HackDay Winner

C8 MediSensors™
Brand Experience
Mobile UX / UI
Creative Direction
Voice of Customer

ANDROID APP UI / UX

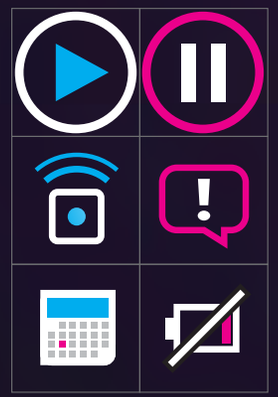
C8 MediSensors C8M App
Check your glucose from your phone

Objective: Refresh existing mobile app with a simple, familiar and branded experience. Work with Software Team to properly implement UI; create and collect assets and launch materials for Google Play.

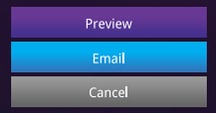
Role: UI / UX, visual design, hand-off of all assets to Software Team. Voice of the Customer.

Strategy: Focus to remain on the current glucose reading, and icons would be simplified to communicate core functions and alerts. Measurements would be displayed every six minutes, and users would see up to three hours of historical data. Alerts could be customized with optional vibrate & audio notifications.

Primary



Button Styling



Droid Sans
Droid Sans Bold

#00AEEF
Informational / Optional
Play (you MAY START the CGM process)
Monitor pair / connection in progress
View historical glucose values (line chart)

#EC008C
Alert Action / Indicator
Pause (you WILL STOP the CGM process)
Alert Notification / Low Battery Warning
High and Low Limits

App Icon

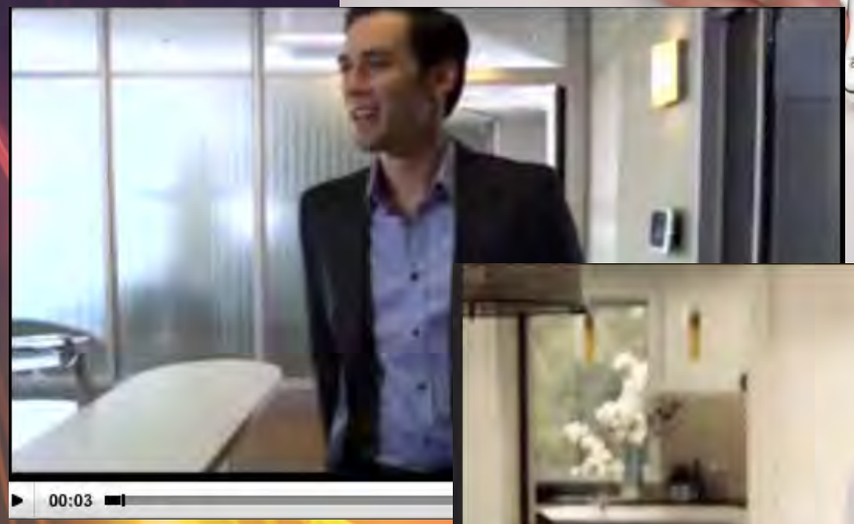
SOCIAL MEDIA BRANDING

C8 MediSensors Properties
Facebook, Scoop.it, Twitter

Objective: Carry the unique and dramatic C8 MediSensors brand experience consistently across all social touchpoints.

Role: Visual design for wallpapers and avatars

How To Video



Day in the Life Video

Product Overview Video (French)

VIDEO CONTENT

Promotion, Lead Generation and Training Videos

Objective: Develop video content to help drive product awareness, demand, and train customers. Ensure script is accurate, on message, meets the typical patient experience, and is approved by Regulatory Affairs. Videos will be used in four major EU markets, and will be localized from English to Spanish, German and French. To be used on corporate website and social channels.

Role: Work with external copywriter on scripts; work with localization vendors and route for internal approval. Act as point-person for properly depicting correct and accurate product use on set. Review edits with agency, coordinate delivery of final video assets.

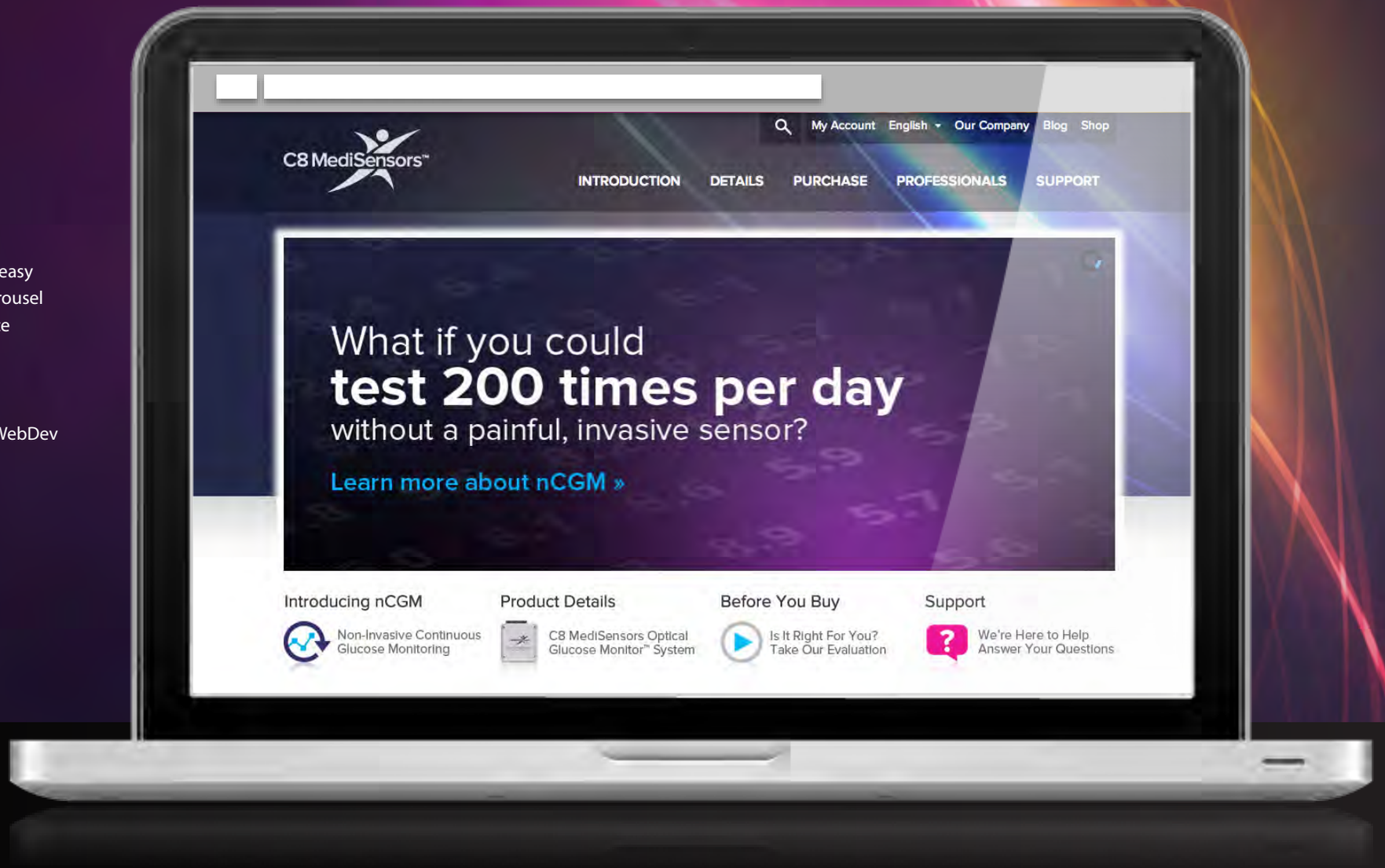
Videos available by request.

HOMEPAGE UI / UX

C8 MediSensors Home

Objective: Reduce bounce rate by creating easy pathways into core destinations. Utilize a carousel for rotating campaign creative, and introduce iconography where appropriate.

Role: Visual design, iconography, campaign headlines and carousel banners; work with WebDev to ensure proper implementation



BUILD OF MATERIALS

C8 MediSensors
Optical Glucose Monitor™ System

Objective: Using pre-determined package sizing and materials, work with packaging engineers, RA and shipping teams to define and deliver assets that meet Regulatory and FDA requirements.

Role: Visual design and production of all product packaging, including iconography. Meet with pack-out team to ensure assets named in BOM was complete. Press check carton and accessory boxes in LA. Design, layout and production of the 50 page User's Manual, including in-house product photography, illustrations and App screens. Hand-off of production assets to localization vendor. Ensure all labeling was accurate and approved by Regulatory Affairs.

PRINT COLLATERAL

C8 MediSensors
Doctor's Kit PDF

Objective: Create an A4 printable document for patients to share with their physician. Highlight product features and showcase accuracy data.

Role: Visual design, production, iconography, data visualization, layout, copy editing

C8 MediSensors

C8 MediSensors
Optical Glucose Monitor™ System

Non-Invasive Continuous Glucose Monitoring

Introducing nCGM

The C8 MediSensors Optical Glucose Monitor™ System is a valuable adjunct modality in treating patients with diabetes. Our technology, non-invasive continuous glucose monitoring (nCGM), measures glucose optically, as often as every six minutes, and reports readings directly to the patient's smartphone.

Complementary to traditional glucose monitors but without the limited views:

- Improvement in patient awareness through continuous monitoring
- Increased patient compliance by reducing the pain and inconvenience of testing
- Reliable 120-day rolling log reporting with optional data export

C8 MediSensors System At-A-Glance

- Non-invasive continuous glucose monitor worn in a comfortable band against abdomen
- Optical sensor uses near-infrared light (820nm) to measure glucose in the interstitial fluid
- Readings sent wirelessly to patient's smartphone
- Adjunct device used in conjunction with traditional fingerstick (SMBG)
- 200+ results logged per day with optional data export

C8M App Overview

- Free C8M App works with patient's smartphone
- Start & pause continuous glucose monitoring
- Readings are sent every six minutes to glucose history chart
- User defined High/Low limits with notifications

Working with Patients

We share your goal to help your patients better manage their glycemic levels for a healthier life.

Identifying Glycemic Patterns
Learn about glycemic patterns surrounding hypoglycemia, meals, correctional doses, lifestyle choices, or overnight glucose control.

High/Low Limit Notifications
Customizable High/Low limits alert the patient via smartphone vibration or audible notifications when readings fall outside desired range.

Understanding Glucose Dynamics
Help patients to understand how diet, activity, and other choices or events can affect glucose control.

How it Works

1. Sense
2. Detect
3. Measure
4. View

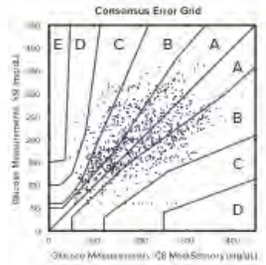
Accuracy

A recent clinical study with 35 subjects captured 866 measurements comparing C8 MediSensors to YSI.

Of the 866 matched paired readings, 93.1% of C8 MediSensors glucose measurements fell within the clinically acceptable zones A and B, with a Median Absolute Relative Difference of 24.5%.

24.5%

Total Points: 866
A: 410 (47.3%), B: 397 (45.8%)
A+B: 807 (93.1%)



The C8 MediSensors Optical Glucose Monitor System is available without a prescription, and will be sold for $4000 (USD) online at C8MediSensors.com

More information for healthcare professionals at http://www.C8MediSensors.com/professionals

Concepts & Side Projects

Music Technology Ideas

IDENTITY DEVELOPMENT

KibaRisk
Reinsurance Actuarial Consulting

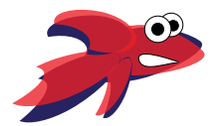
Objective: Develop an identity system for a consultant whose primary clients are in the Insurance industry.

Background: "Kiba" was the name of a childhood pet Beta fish. Brand mark / icon requested, and preference for darker blues and reds.

Role: Visual design, illustration, concepting

Strategy: Explore different illustrative and artistic icon styles. Stay relatively conservative, and use color for impact. Capture the natural motion and dynamism of the fish.

KIBARISK



SOUNDCLOUD "CLOUD CARD" CONCEPT

Print On Demand Artist Profile Card

Pitch: Upcoming musicians and DJs need a means to promote themselves in person and at live gigs. Gone are the days of handing out CDs and hand-written phone numbers. The Soundcloud Cloud Card would be the easy, cost-effective solution for artists who want to build a following, and their business.

Offered for a small fee (free set for Premium subscribers), and through a collaboration with Moo Cards and/or VistaPrint, with one click, the member could easily generate, customize and order a quantity of printed, portable calling cards (approx 65mm).

Basic profile data, headshot, tags, contact information and a sound URL of his/her choice would be dynamically added to the card template, along with the artist's custom Soundcloud URL header, and a unique QR code for instant streaming from the Soundcloud mobile application.

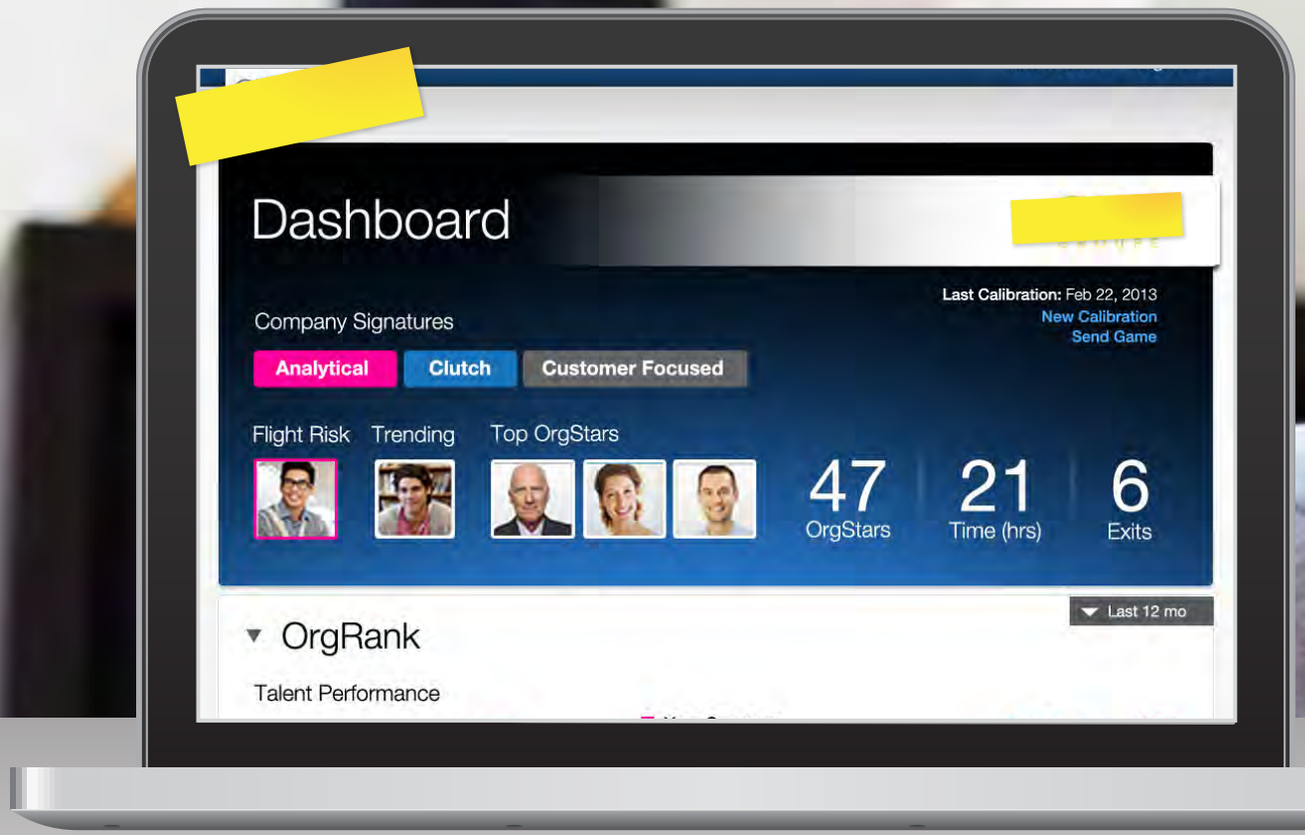
Drive fans, promoters and club owners directly to your Soundcloud profile, and the music you want them to hear.

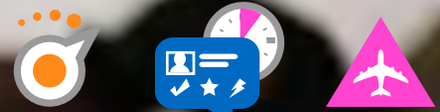
Product Development

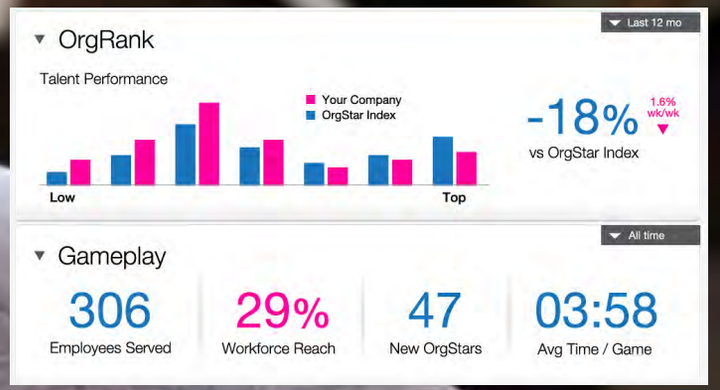
Company Confidential
HR Analytics & Data Visualization

Objective: Develop an end-to-end experience for presenting Human Resources data visualization and reporting.

Role: UI / UX, visual design, iconography & data visualization







PORSCHE

CARRERA HYBRID PRINT AD CONCEPT

Juxtaposing Nature & Technology

This ad concept hit me nearly a decade ago, when I first caught a photo of the 2004 Carrera GT. At the time, hybrid vehicles were just entering the US market.

The stance, the stare. Sleek and small. Bottled energy, standing still. Ready to propel from the line to 200+ mph.

But how would it look in Amphibian Green with yellow headlamps? Pretty amazing, actually.

The juxtaposition of the frog subtly parallels Porsche's eco-friendly engineering, and the headline speaks to the power and potential of each beast.

Porsche has since announced hybrid models of virtually its entire line, including a plug-in 918 Spyder.