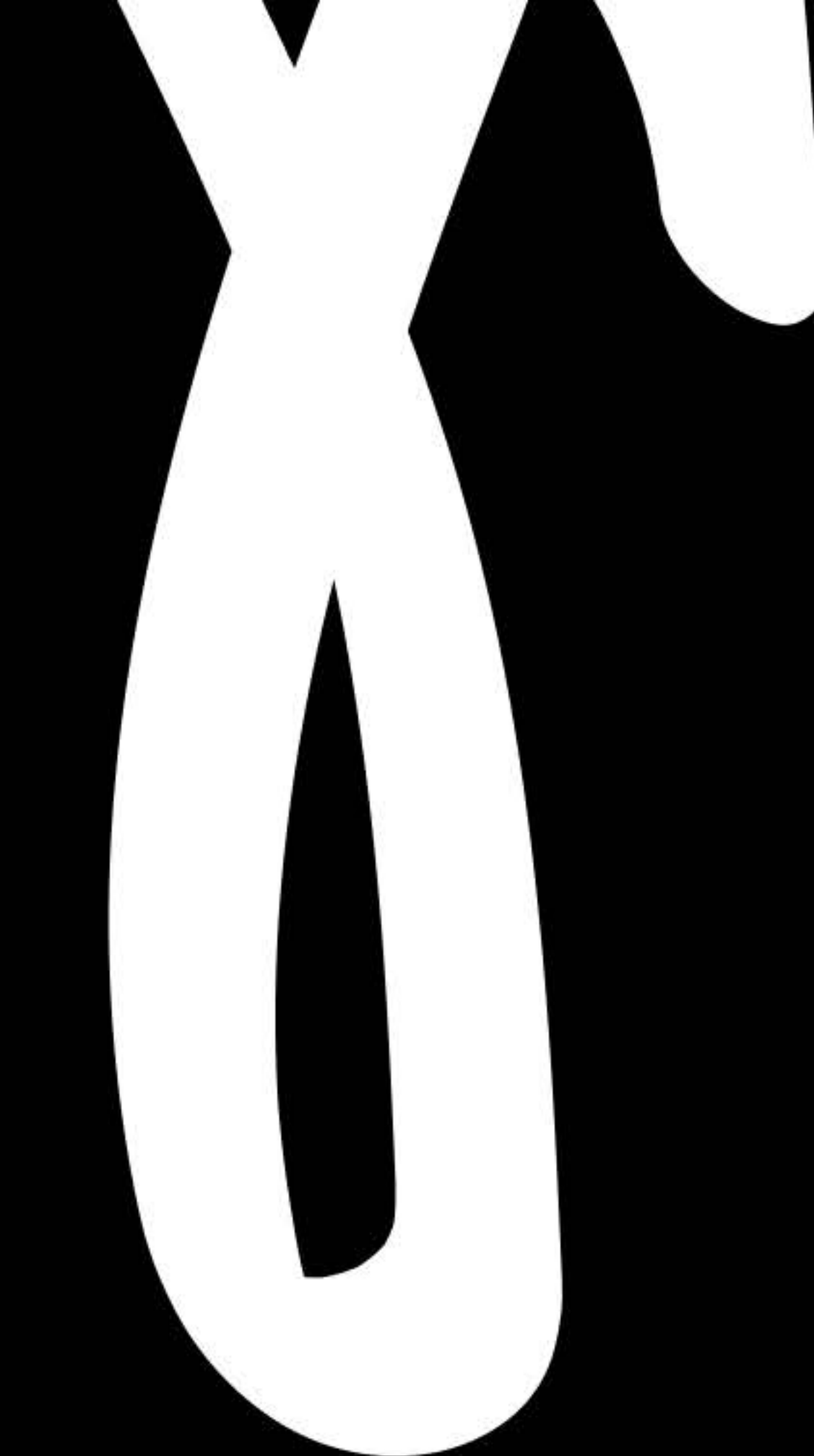
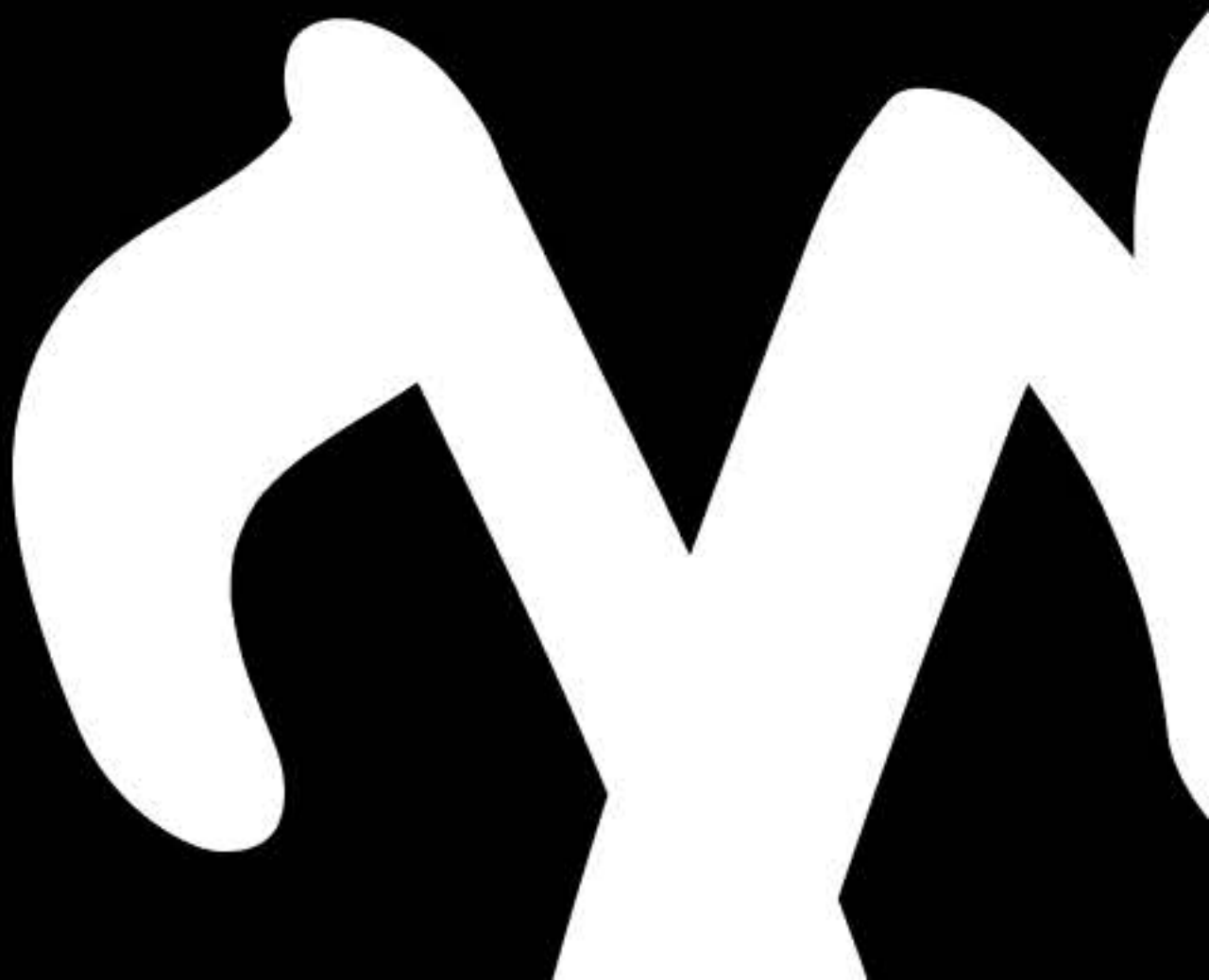




Relevant portfolio work

Johanna Regardh 2026



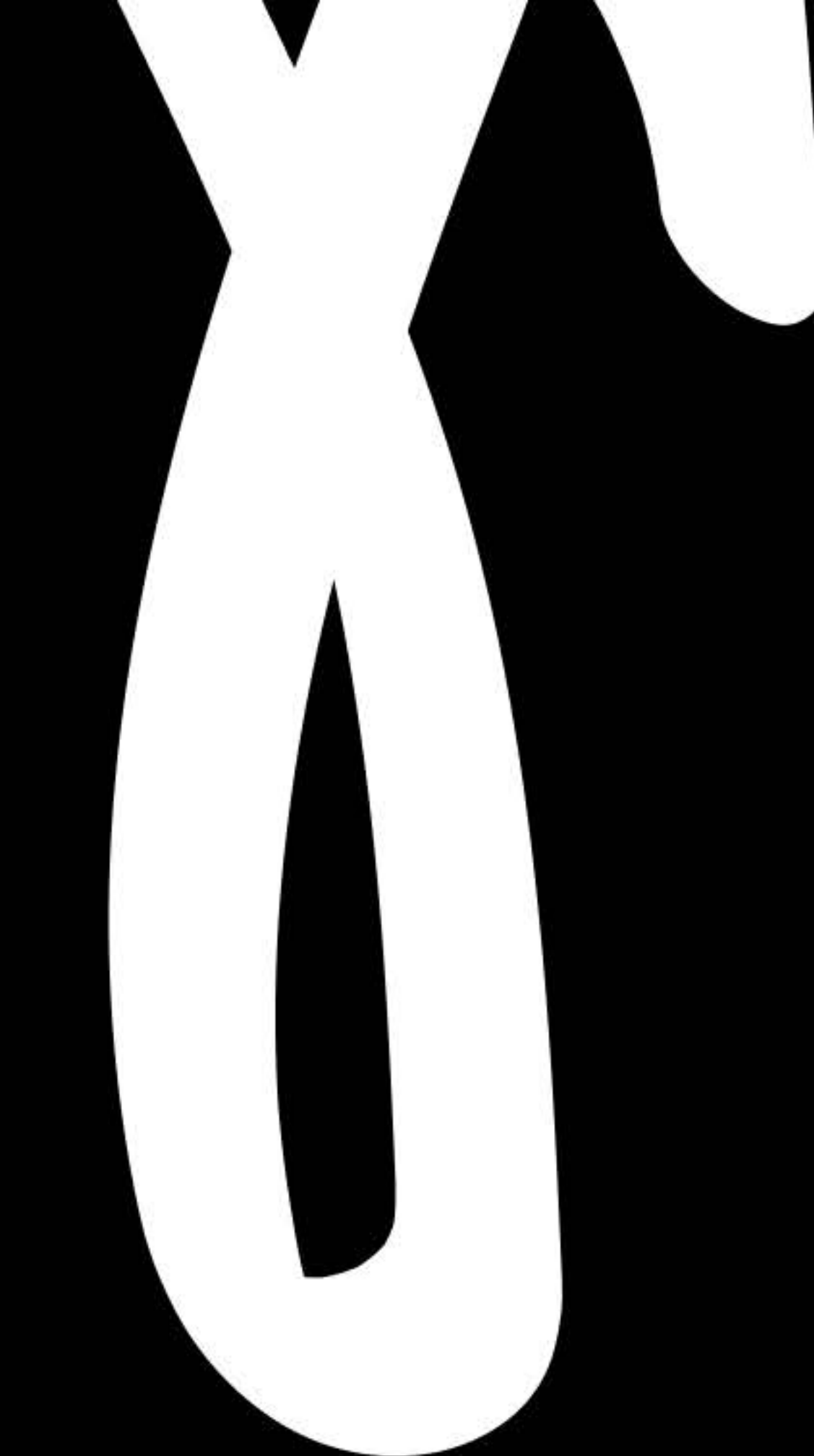


About me

Over the past years I've worked with startups, technology companies, and creative organisations on brand identity, web design, and communications — leading projects from strategy through to execution, often as the sole designer within a team.

- Experience across a range of projects in different settings; from branding to website design, and marketing materials, in agencies, in-house and contracting roles.
- Experience working on branding projects from initial ideation to final application, template building, and website design.
- Proven track record of leading full website redesigns end-to-end, from initial concept and UX through to visual design, Webflow implementation, and launch
- Conversion-focused approach to web design, with agency experience designing and optimising landing pages and marketing sites for measurable performance





RELEVANT PORTFOLIO WORK

Branding

Johanna Regardh





Opensend

Branding, web design, marketing design

I led the complete rebrand of Opensend in close collaboration with the CEO, defining a cohesive visual identity that could support a growing B2B SaaS product and position the company competitively within the email resolution space. The goal was to move away from fragmented and generic visuals toward a brand that felt confident, modern, and credible without losing clarity or accessibility. The identity needed to work seamlessly across marketing, product, sales, and external partner channels.

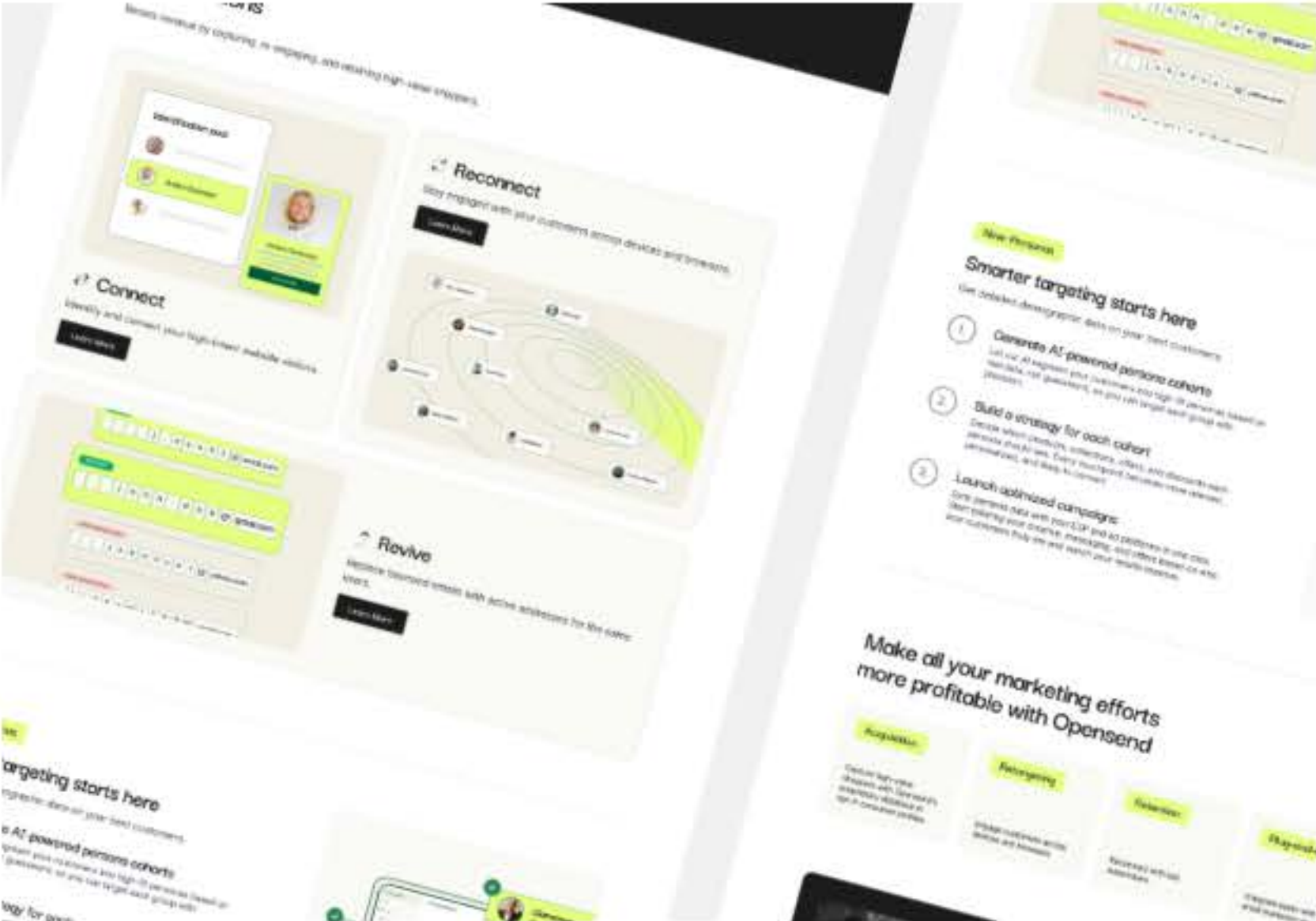
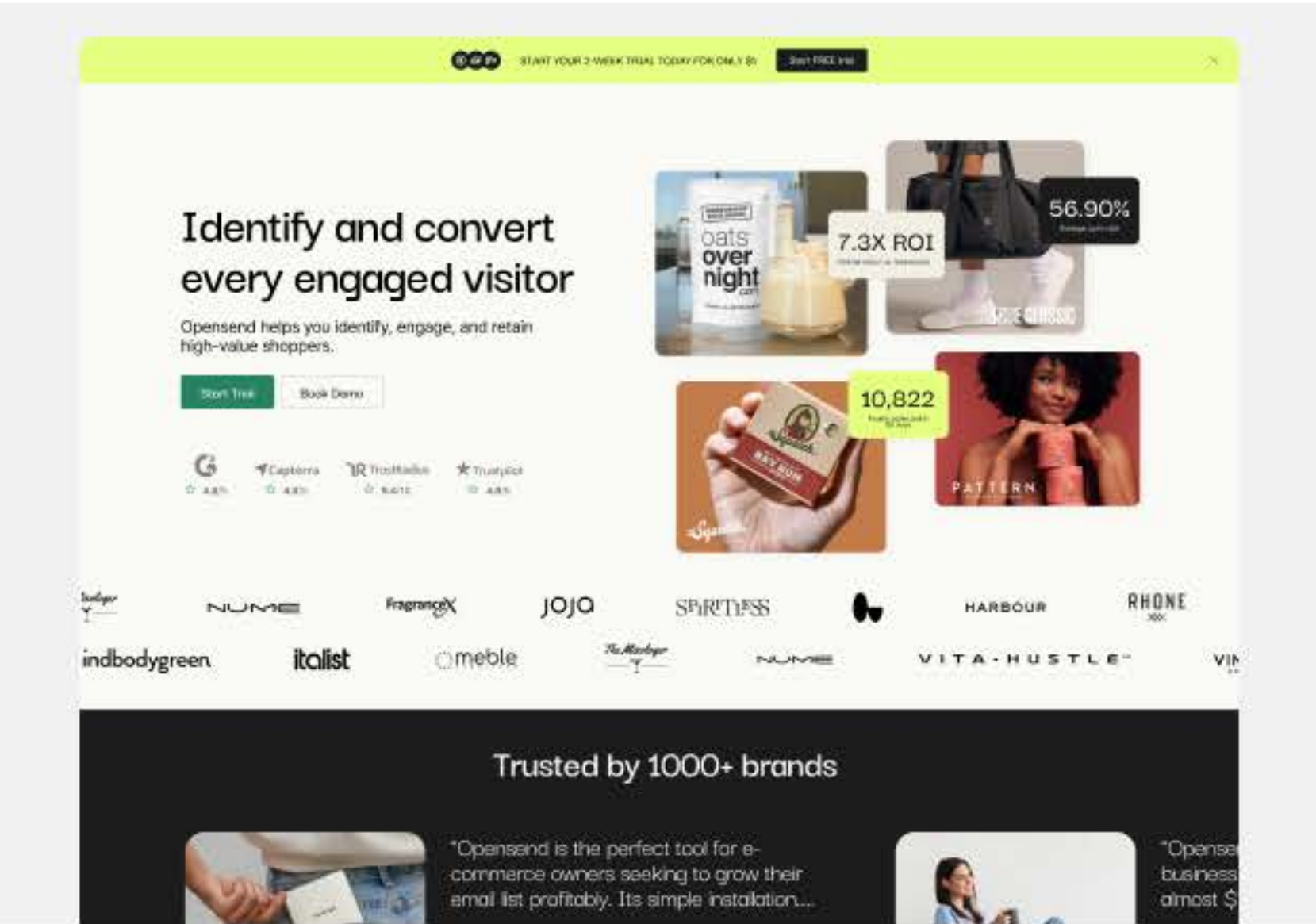
- Designed a new logo and scalable visual identity system
- Established typography, colour palettes, layout rules, and visual hierarchy
- Created a consistent and scalable library of illustrations and assets

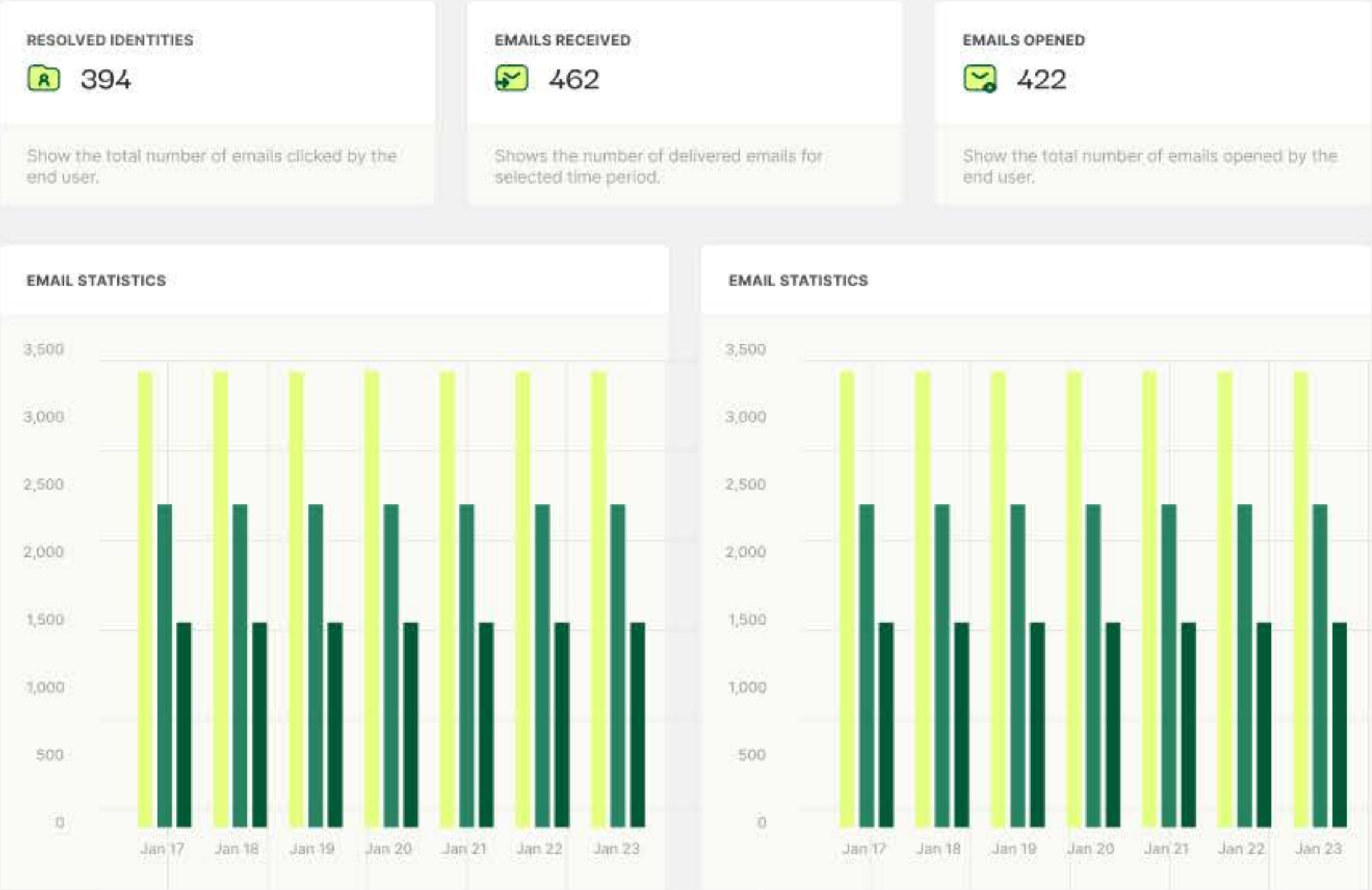
The new brand provided Opensend with a clear and recognisable visual identity for the first time, creating a strong foundation for marketing, product design, and future expansion. It also enabled faster design execution across teams and external agencies by introducing a shared visual language.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()+<>?



Warm Black #1D1D1B	Opensend Green #288364	Dark Green #025939	Lime Green #E5FF80	
White #FFFFFF				
Egg Shell #FAFAF6				
Beige #F2EFE3				





Account
3 members

Home

Identities

Personas

Integrations

Products

Connect

Reconnect

Revive

Applications

Opensend Postal

User Guide

Home

opensend

How Opensend works

Connect
Find new customers

Get rich profile information - email addresses, physical addresses, device data - for your high-intent anonymous website visitors

Get Started

Reconnect
Engage returning customers

Track your known customers across previously unrecognizable devices and browsers, supercharging your retention marketing

Get Started

Revive
Re-engage lapsed customers

Get updated active profile information for the undeliverable customers on your list

Get Started

Custom
Invent your own flow

Configure your own automated engagement flows, incorporating critical visitor actions, augmented profile data, and a library of valuable marketing actions

Get Started

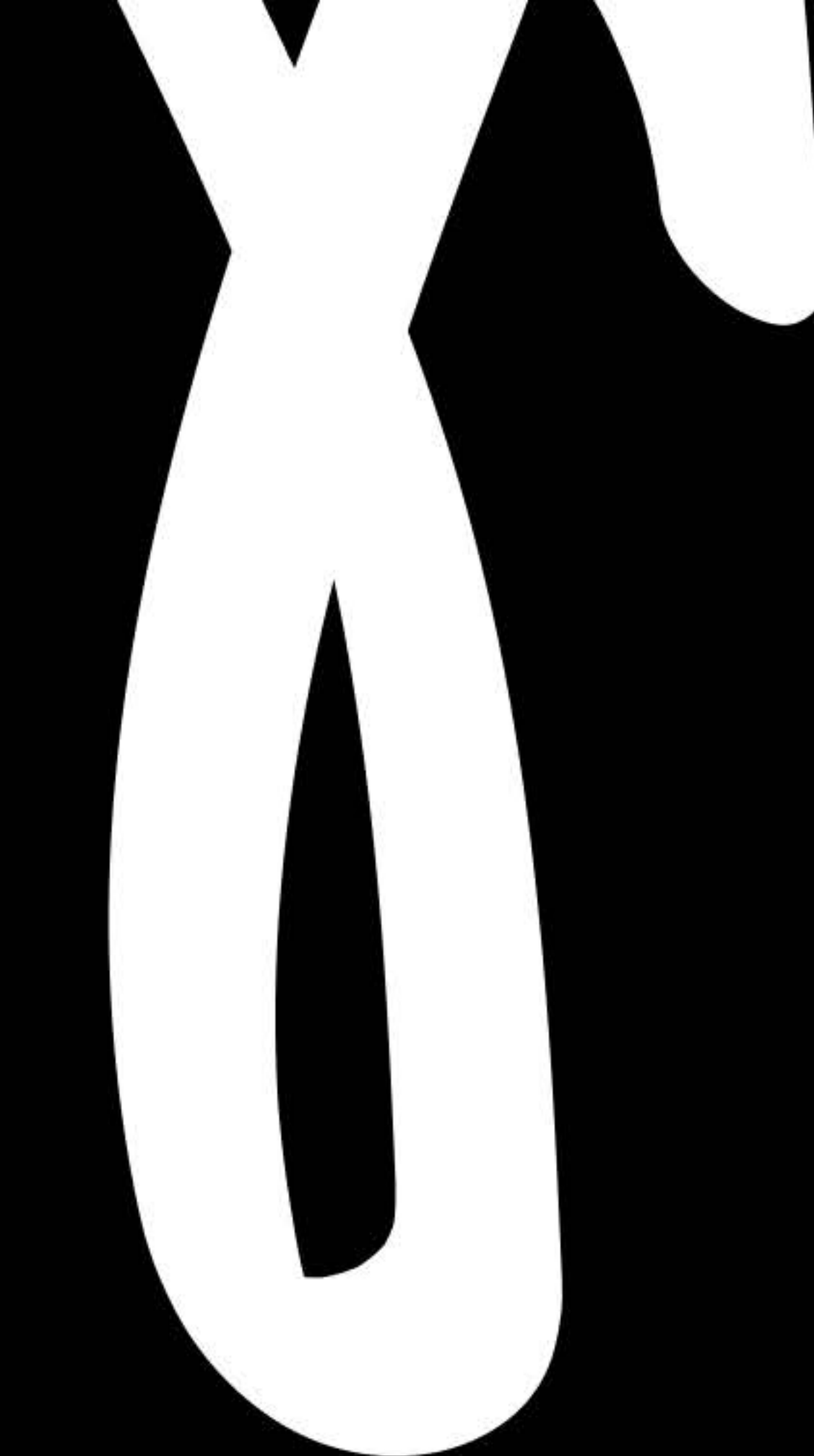
Need help getting started?

Whether you're new to automation or need guidance connecting Opensend to your preferred marketing service platform, our expert tech support team is here to help you seamlessly create and configure your Opensend Orchestrations for the first time. From crafting tailored orchestration strategies to integrating with your existing tools, our team will walk you through every step with clarity and precision. We'll ensure your workflows are set up for success.

Simplify Setup, Amplify Results

We understand that implementing new systems can feel overwhelming, but with our support, you can hit the ground running. Our specialists will work closely with you to ensure your orchestrations are configured to suit your business needs, delivering the streamlined marketing automation you deserve. Let us take care of the technical details so you can focus on growing your business. Contact us today to get started.

Contact Us



RELEVANT PORTFOLIO WORK

Marketing Design

Johanna Regardh

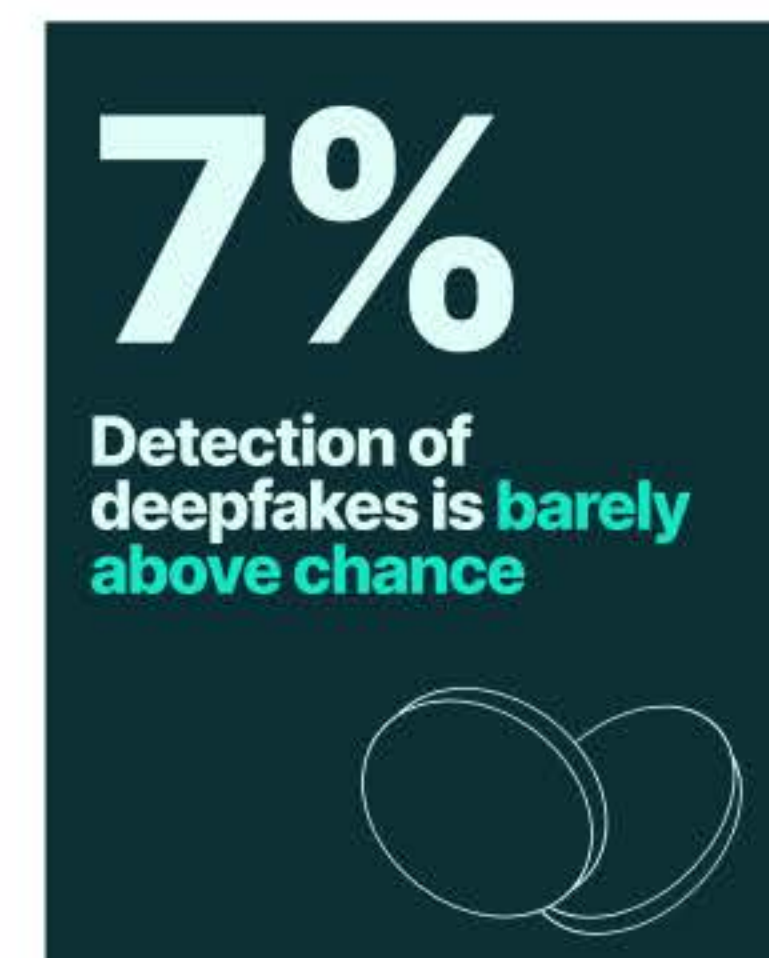
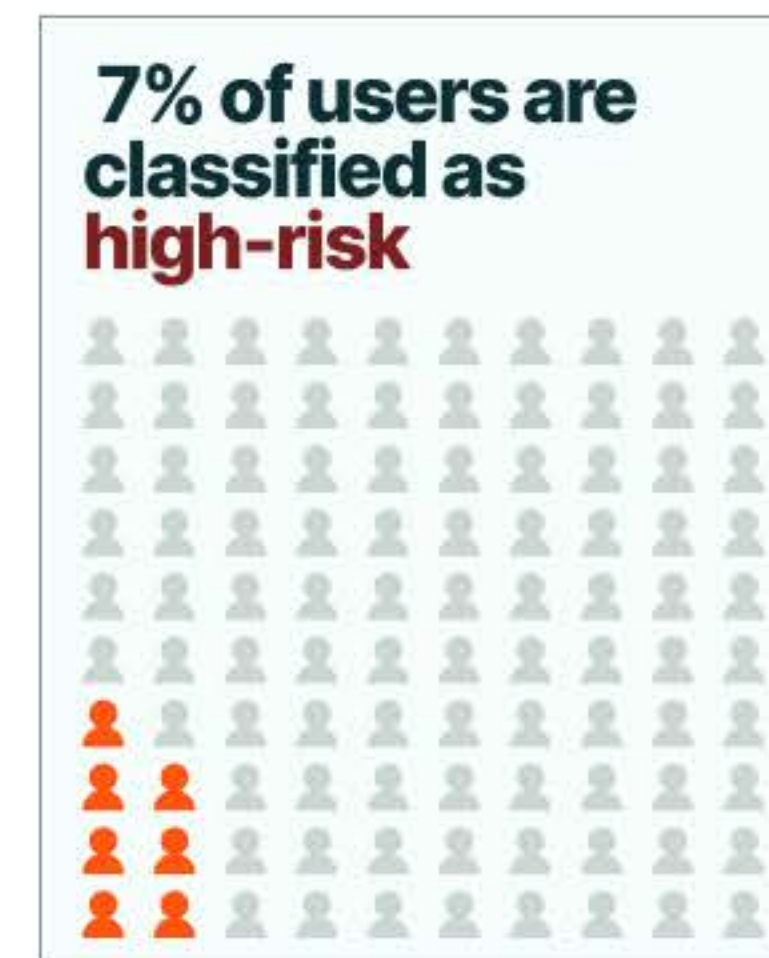
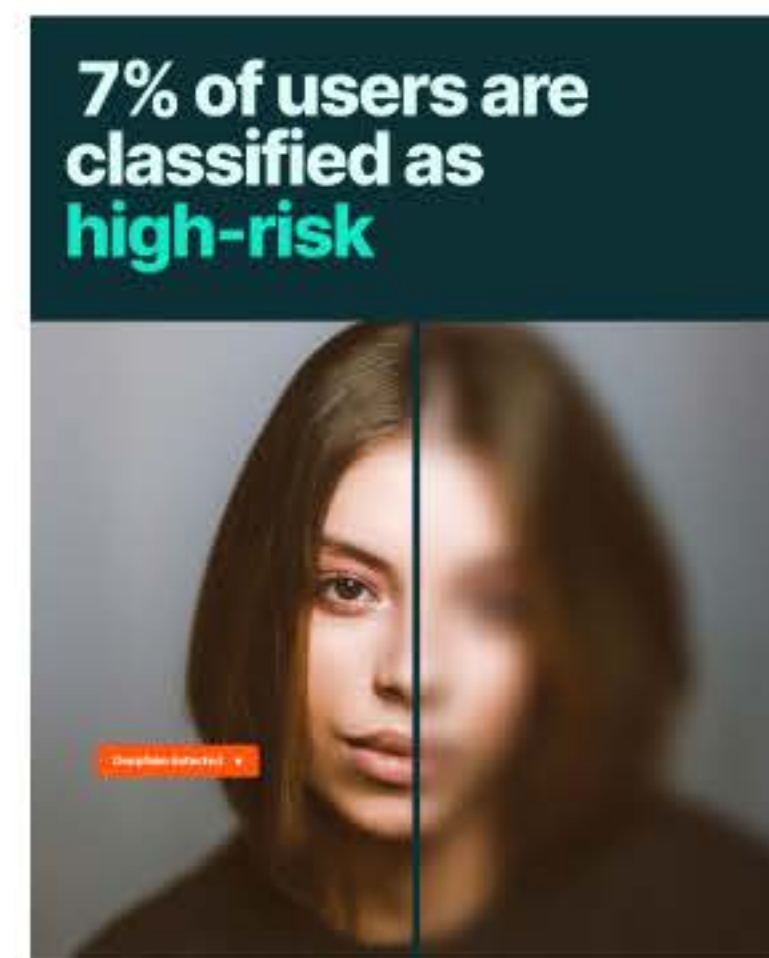
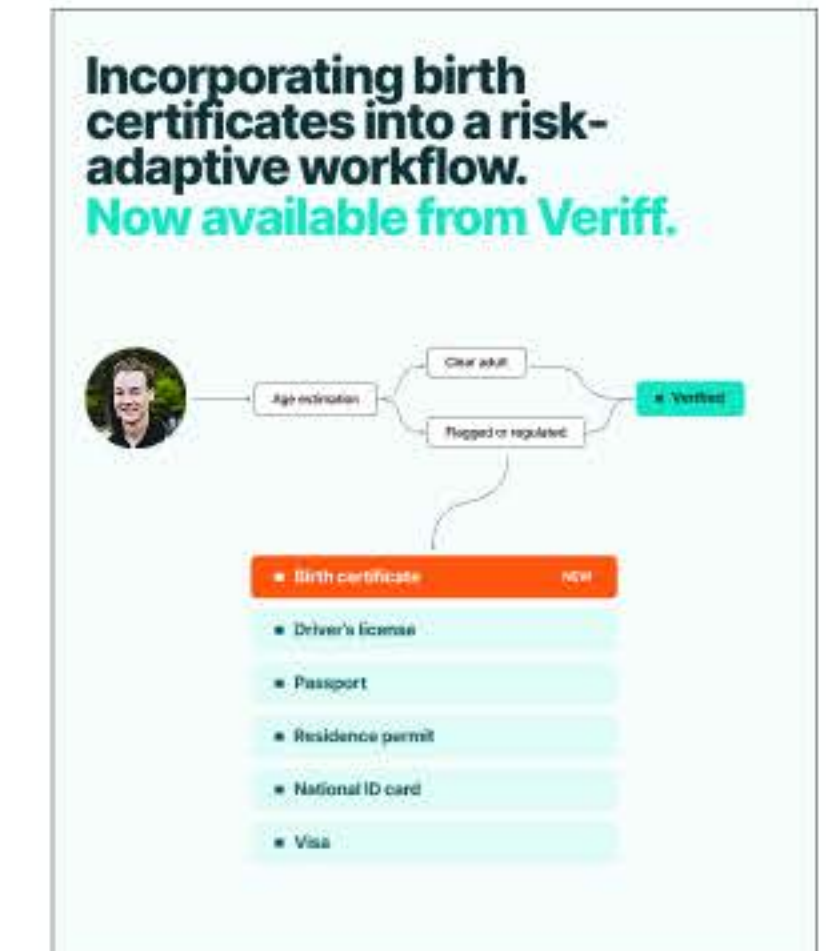
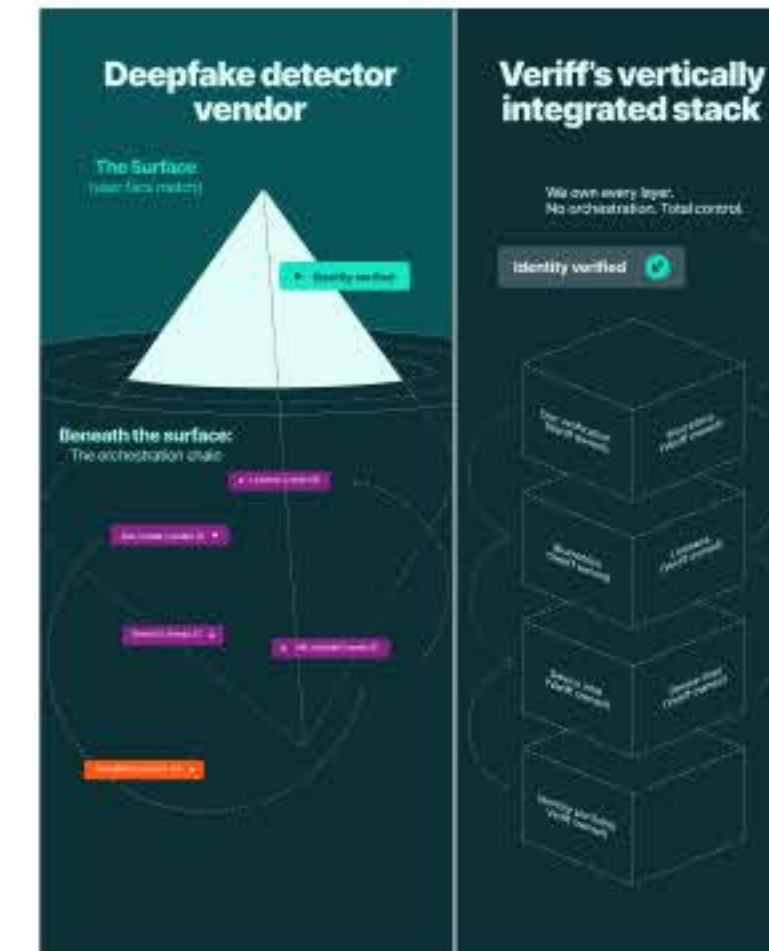


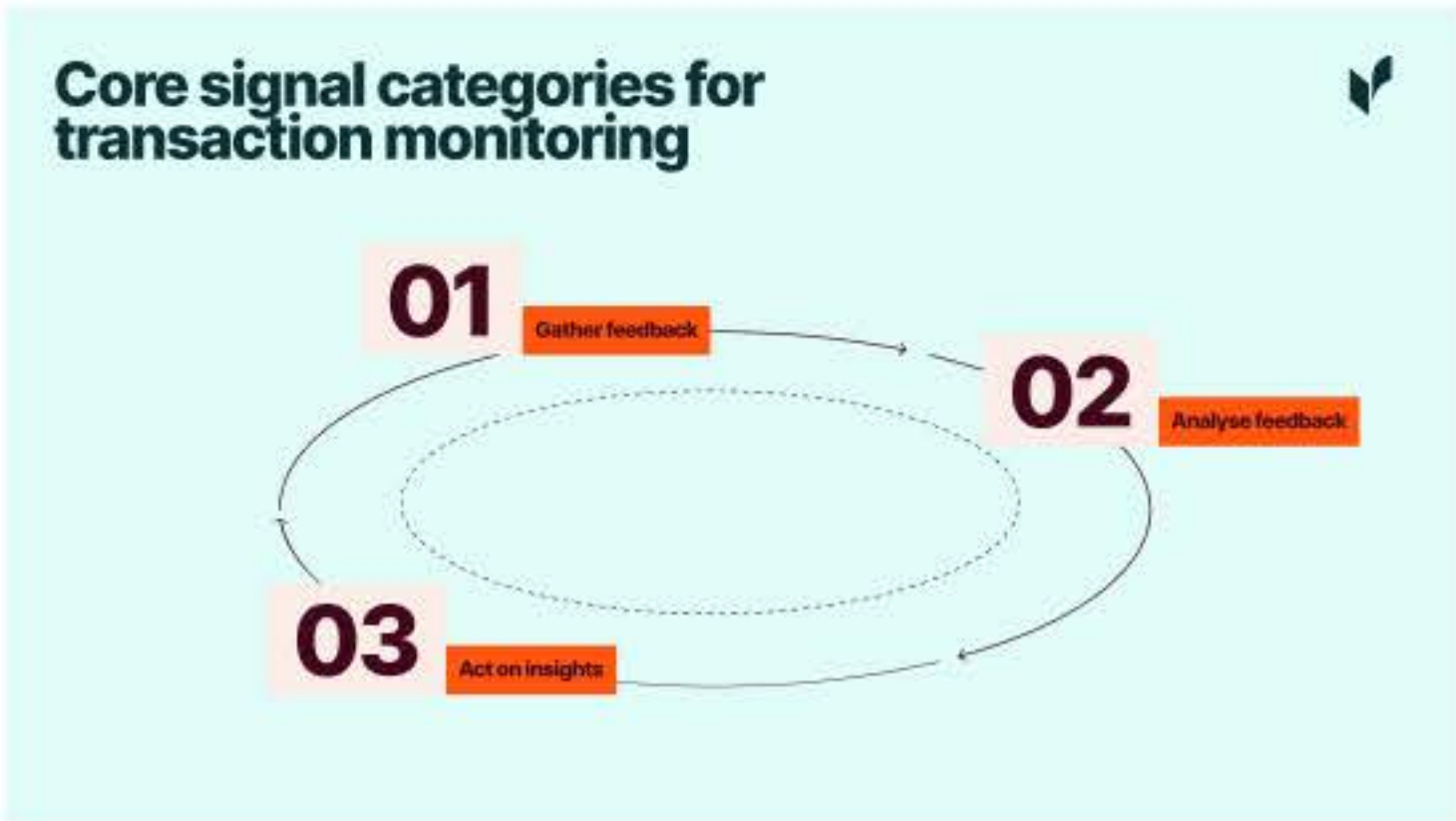
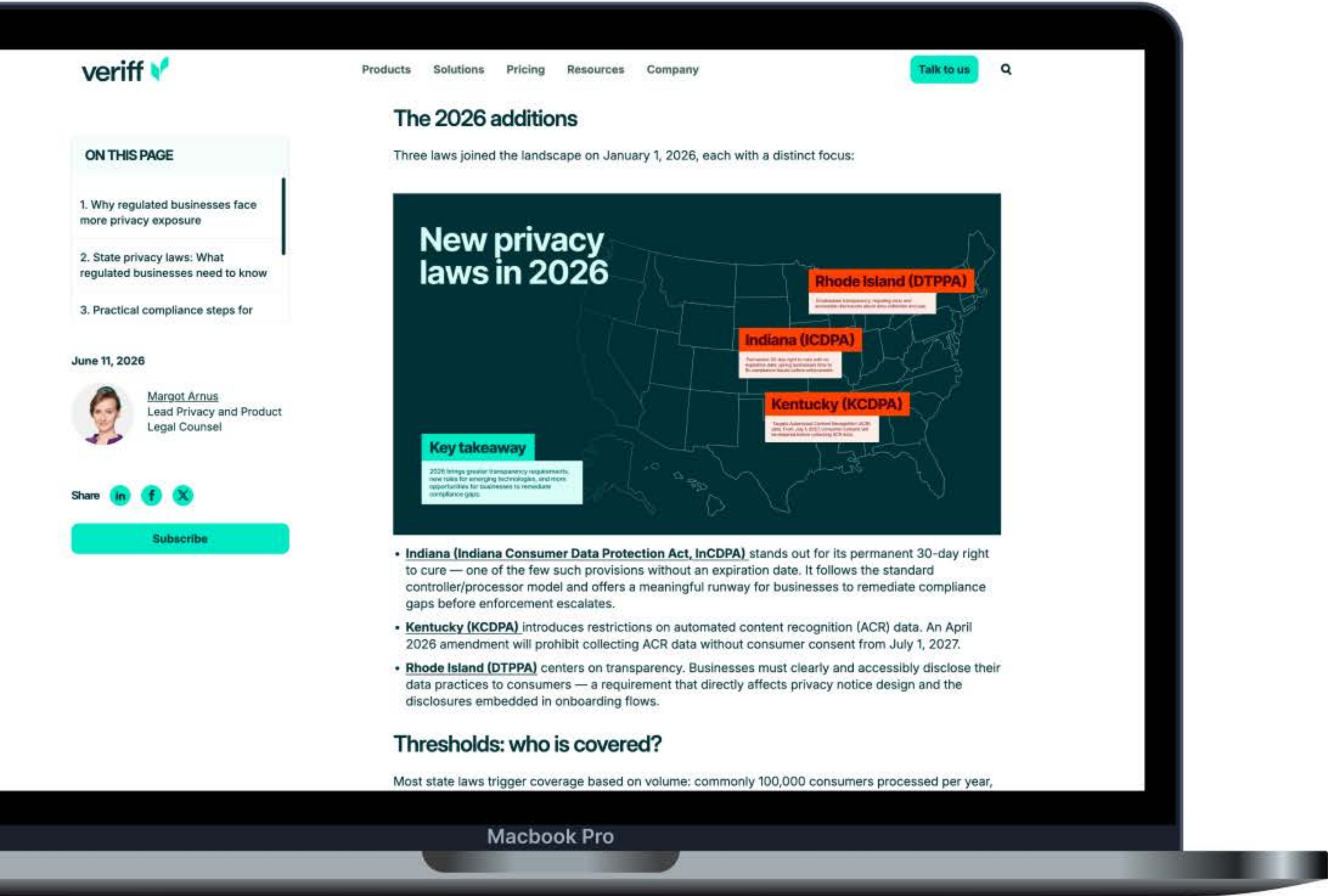
Veriff

Infographics, blog artworks, ads, social media content

Veriff is a global identity verification platform combining AI-powered automation and human expertise to prevent fraud and enable secure onboarding at scale.

Having contracted for Veriff for over a year now, I've been producing marketing imagery for them across several complex, technical briefs, things like AML, KYC, deepfakes, and agentic AI, and turning those dense, unfamiliar topics into visuals that are clear and genuinely compelling rather than generic stock-style graphics.





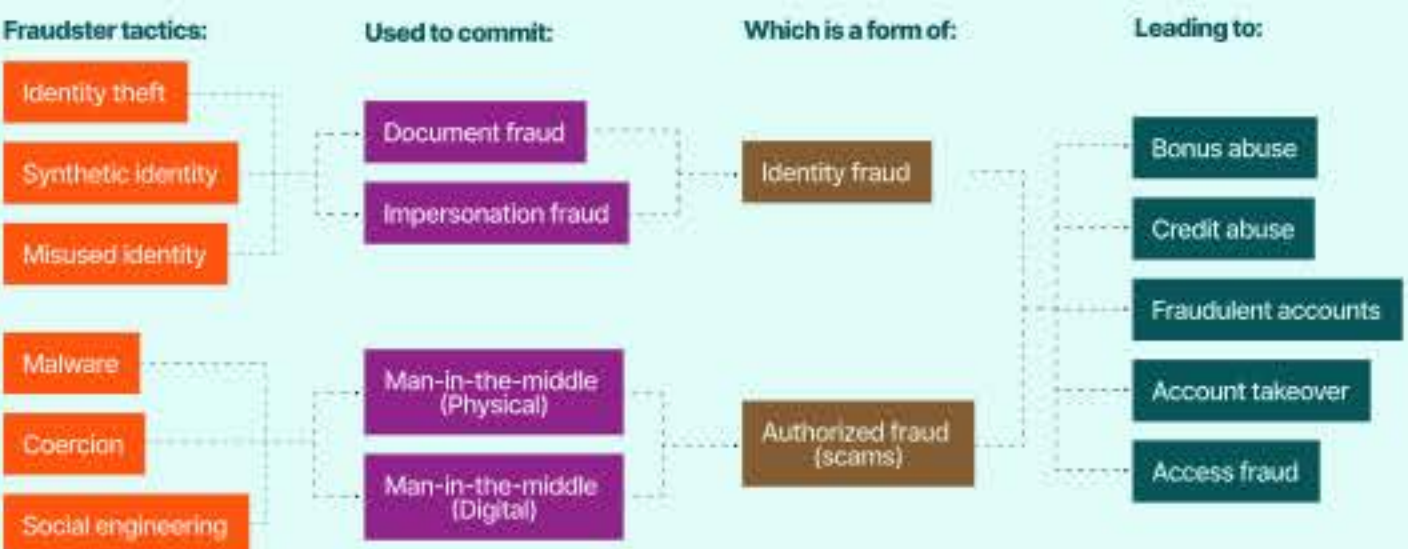


Veriff by the numbers

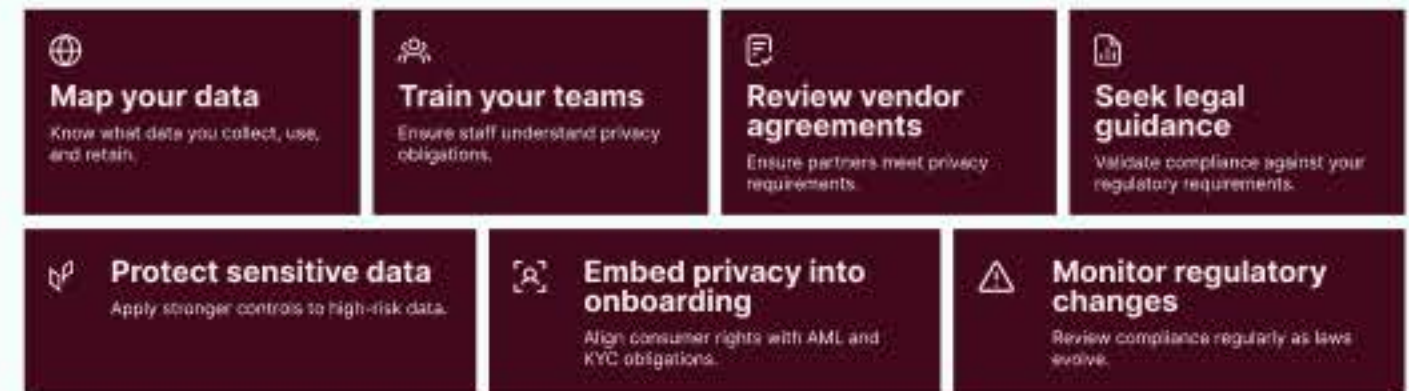


Veriff fraud prevention topology

How fraudster tactics connect to fraud types and the downstream outcomes they produce.



Practical compliance steps for regulated businesses



Key takeaway

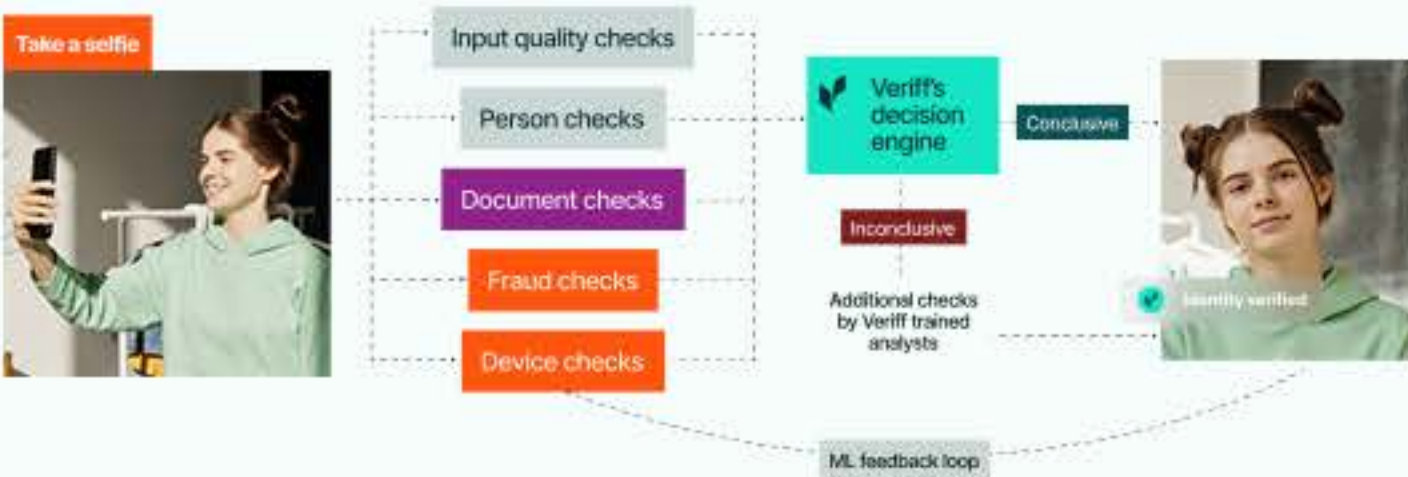
Privacy compliance should be integrated into existing KYC, AML, and fraud programs - not managed as a separate function.

Core ML/TF risk dimensions under EWRA

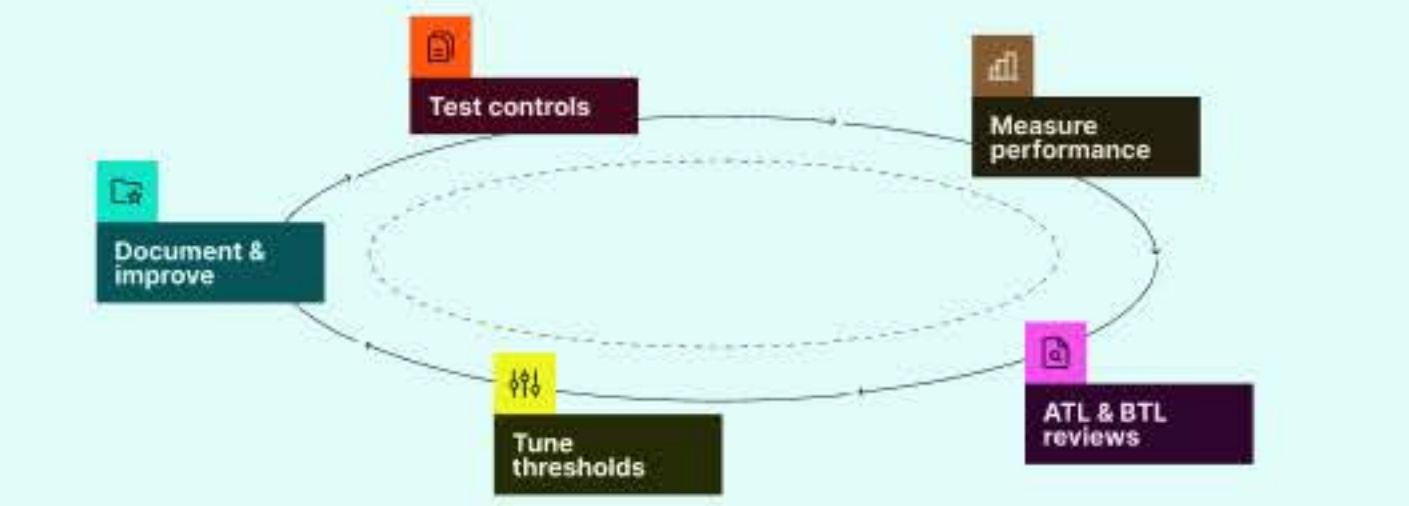


AI-powered intelligent decision engine

Veriff runs parallel check categories through a central decision engine. Inconclusive results go to trained analysts before decision is issued.



Continuous AML improvement loop





Legal.io

Brand refresh, whitepapers,
social posts, infographics

After completing a brand refresh I worked on
creating compelling social media templates, as well
as designed their quarterly market report.

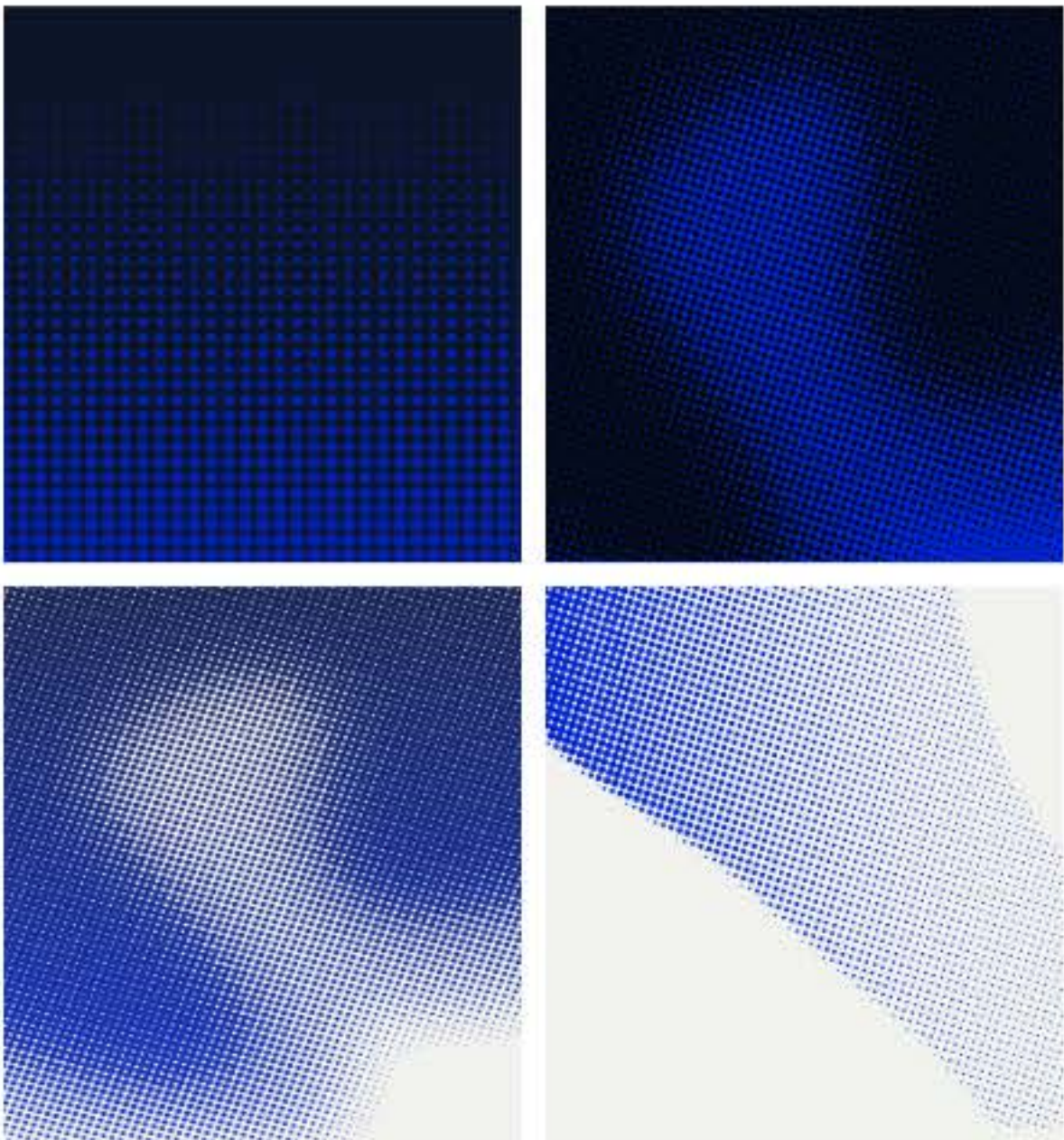
Agency: Animalz



AaBbCc

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XYZ abcdefghijklmnopqrstuvwxyz
0123456789!#\$%&/()@=?,-

Midnight Navy #050911	Cobalt Blue #0025DE	Light Blue #85A9E3	White #FFFFFF
beige-04 #B6B0A6	beige-03 #DAD5D1	beige-02 #F1F2EE	beige-01 #FAF9F7





LEGAL·IO

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GLOBAL INSTITUTE

Meet us
at CLOC!

MAY 11-14
BOOTH #213

LEGAL·IO

CLOC
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FIRST LASTNAME
POSITION TITLE

LEGAL·IO

Key takeaways

01

02

03

01

02

03

01

02

03

→

LEGAL·IO

“

We partnered with Legal.io when we needed additional bandwidth and specialized expertise while maintaining flexibility. That positive experience evolved into an ongoing partnership. Their responsiveness and quality of talent have allowed us to maintain momentum without overextending our internal team, while delivering meaningful cost efficiency.

”



Bridgett Gatewood,
Director of Legal Operations & Risk
Management

LEGAL·IO

55

300

100

1m+

→

LEGAL·IO

24%

→



→

LEGAL·IO

→

24%

90%

72%

LEGAL·IO



News Digest

13th May 2026

Introduction

In our In-House Compensation & Hiring Report, we deliver an analysis of compensation data, hiring trends, and market demands that shape the in-house legal landscape. Drawing from our robust datasets from Legal.io's Salary Insights Tool and In-House Job Board, we present an objective view of the current market reality. Together, these insights provide a practical, data-backed snapshot of the in-house legal market to help both hiring teams and legal professionals make more informed decisions and achieve their goals.

Legal.io is used by 170,000+ legal professionals and 150+ in-house legal teams to understand how the market is changing — whether they're hiring, managing spend, or evaluating their next career move.

You can also get access to law firm billing rate data on [Legal.io Enterprise](#), our hiring and spend management platform. In-house leaders can now benchmark AmLaw 200 rates side by side, gaining visibility into budgets and identifying opportunities to reduce costs.

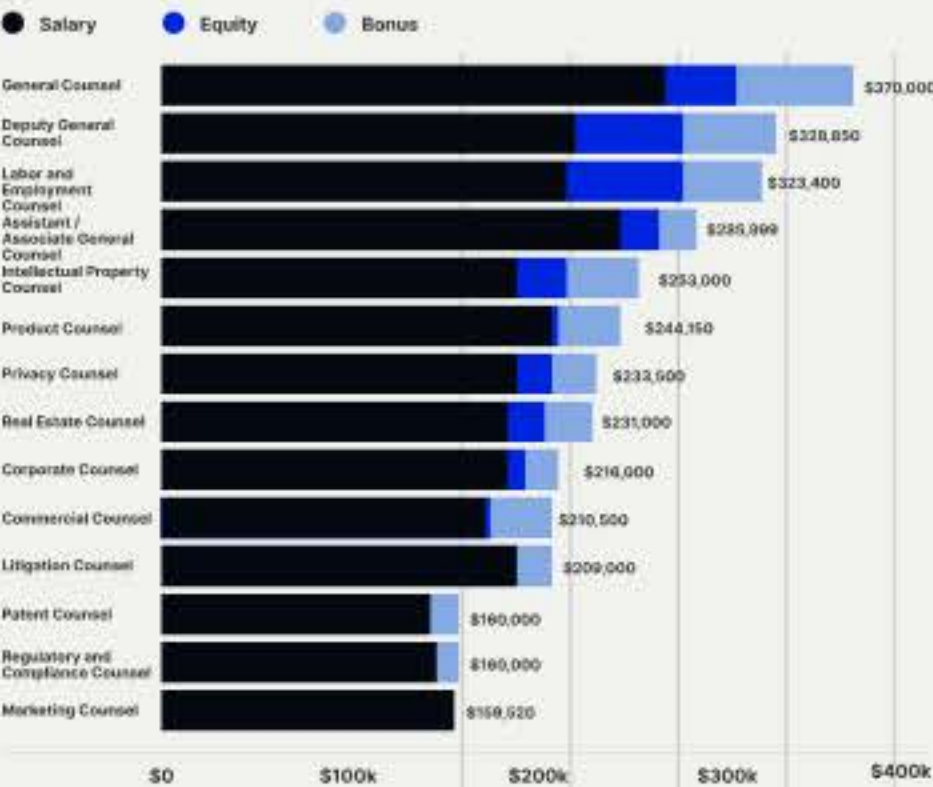


In-house compensation

Among non-leadership roles, Labor and Employment Counsel remains at the top, followed by Intellectual Property Counsel, Product Counsel, and Privacy Counsel. This shift reflects sustained demand for legal expertise tied to innovation, platforms, and data risk.

Median total compensation for in-house counsel roles

(salary, equity, and bonus)



Metro areas with the highest compensation

Seattle leads at \$261,750, followed by a tightly clustered group — San Diego, San Francisco, and New York City all hovering around \$250K. The bigger story: Philadelphia, Chicago, and Phoenix all clearing \$200K signals that top-of-market in-house compensation is no longer a coastal phenomenon.

Median compensation by metro area



(In-House-Counsel-only cut also available if preferred: Philadelphia \$307,500, San Francisco \$290,060, New York City \$283,000, Denver \$276,500, San Diego \$362,250, etc.)

Emerging legal roles

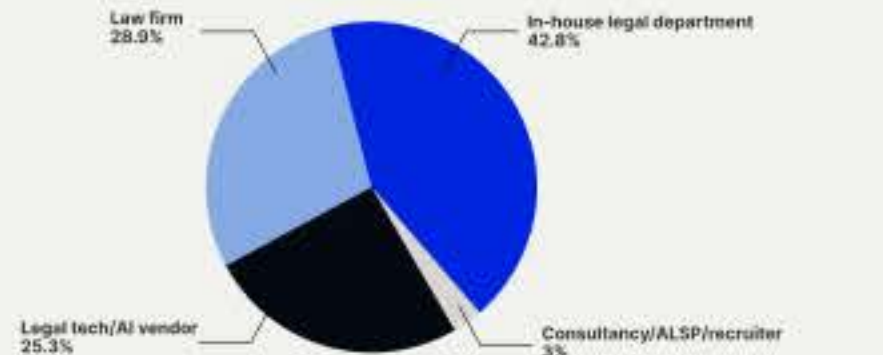
Across the first seven and a half months of 2026, 166 job posts at 90 organizations advertised a role whose core function is building, deploying, or governing legal technology and process rather than practicing law.

The category is real, but it has no settled vocabulary. Those 166 posts carry 160 distinct job titles. Employers are describing the same handful of jobs in 160 different ways, which is the clearest signal available that the function is being invented rather than adopted.

Emerging legal roles (by job posts, 2026 YTD)

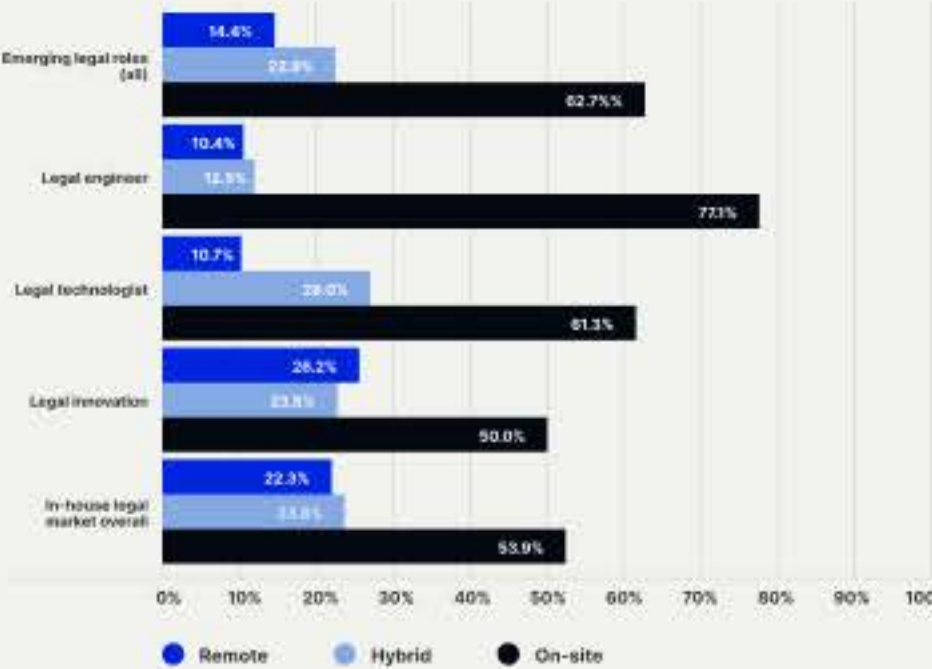
Role Category	Job Posts	Share	Organizations
Legal Technologist	75	45.2%	52
Legal Engineer	48	28.9%	23
Legal Innovation	42	25.3%	29
Legal Designer	1	0.6%	1
Total	166	100%	90

Who's creating these roles



Work setting: emerging roles vs. the broader legal market

Emerging legal roles are commonly assumed to be remote-first — digital work, digital workplace. The data says the opposite. Only 14.5% of emerging-role postings are remote, against 22.4% across the in-house legal market as a whole, and 62.7% require full-time on-site presence against 53.9% market-wide. Legal engineer is the most office-bound role in this report: 77.1% on-site, 10.4% remote.

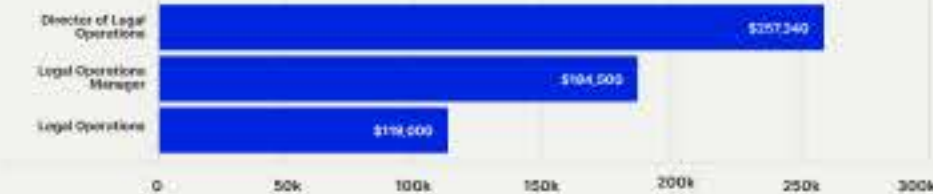


Legal operations spotlight

Compensation in legal operations scales sharply with seniority, with Directors of Legal Operations earning a median \$257,340 — more than double the \$119,000 median for individual-contributor Legal Operations roles. Company size adds another variable, with mid-market firms (5,001–10,000 employees) outpacing even the largest enterprises at \$190,000.

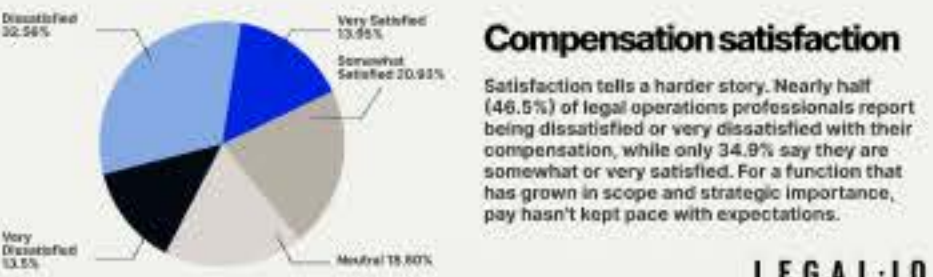
Overall compensation

(salary, equity, bonus)



Compensation by company size

(Legal Operations persona, median total comp)

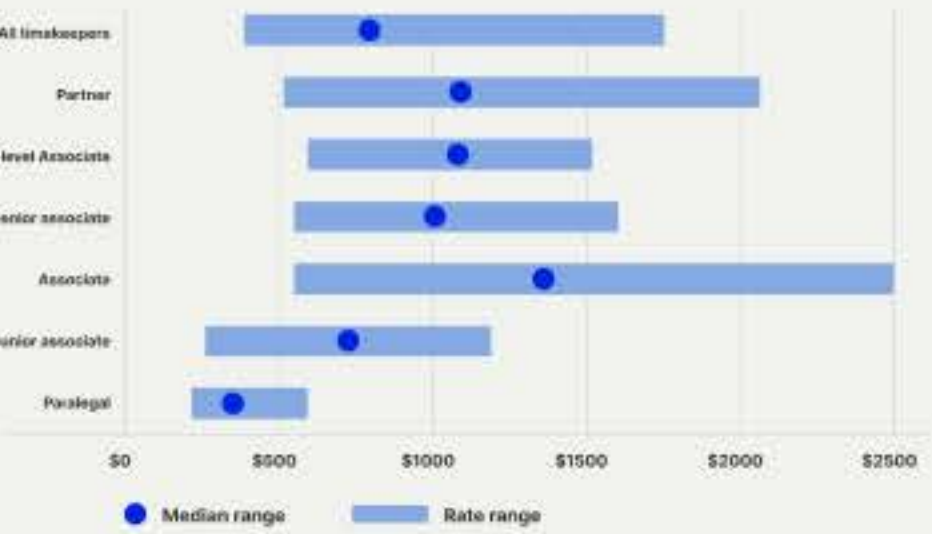


Law firm billing rates

When law firms push for double-digit increases during rate negotiations, the strongest defense is hard data. Legal.io Enterprise's free law firm rates benchmarking tool gives in-house leaders access to real-time AmLaw 200 billing data. Validate rate proposals, spot outliers, and push back with confidence. Paired with in-house salary insights, it provides a holistic view of spend on legal talent, helping legal departments balance hiring decisions with smarter management of external resources.

Rate distribution by level

Chart shows Median Range and Rate Range (P10–P90)



Level	Average	Range
All timekeepers	\$870/hr	\$415 - \$1,557
Partner	\$1,141/hr	\$540 - \$2,170
Associate	\$785/hr	\$387 - \$1,420

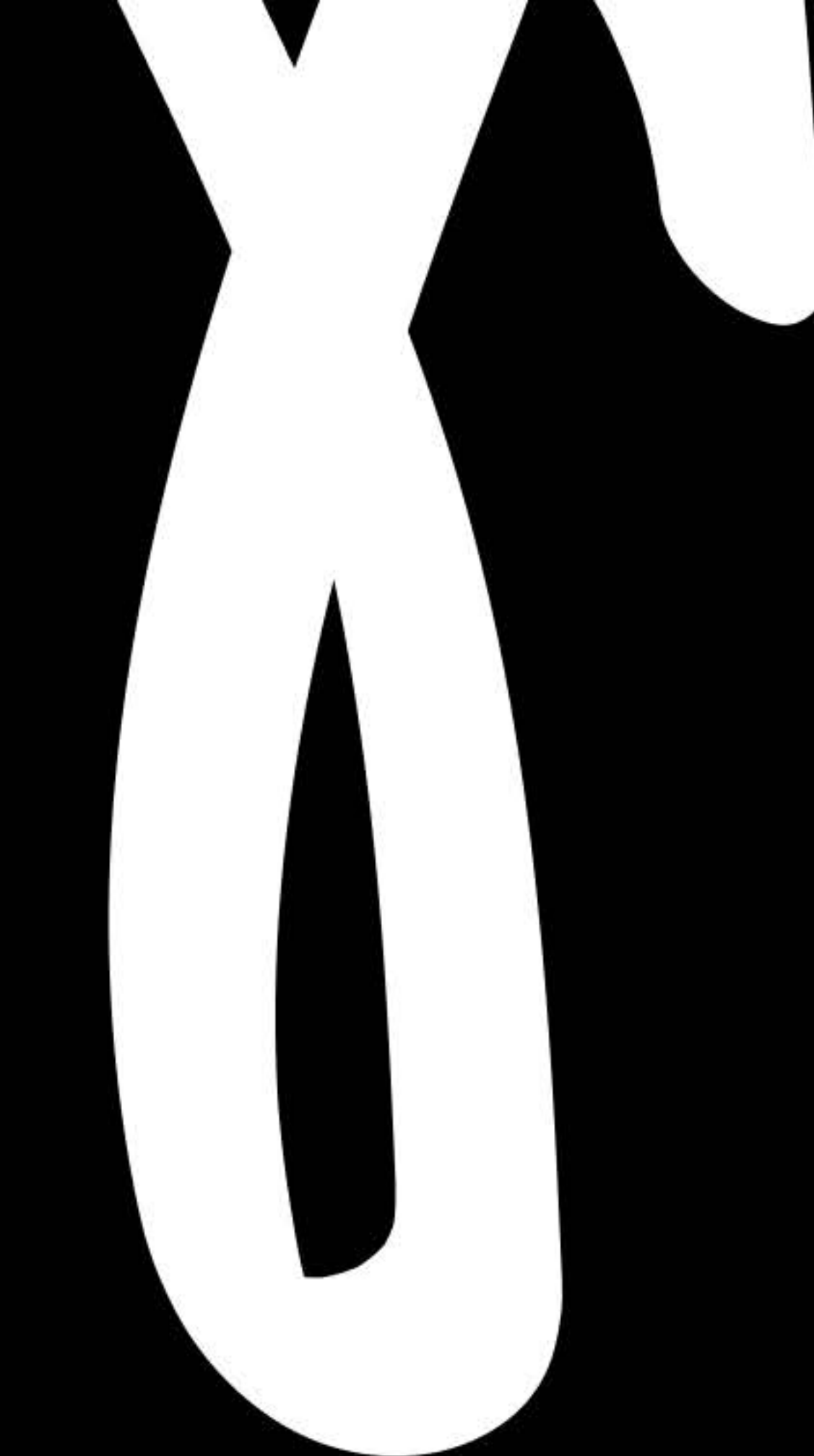
Behind the report

Legal.io is the legal hiring and spend management platform trusted by 60% of FAANG and 150+ in-house legal departments to efficiently hire top in-house talent and optimize outside counsel spend.

With a community of 170,000+ legal professionals, Legal.io connects companies with high-caliber talent for any legal role.

With [Legal.io Enterprise](#), in-house teams can manage their outside counsel panel, benchmark law firm rates, and more.





RELEVANT PORTFOLIO WORK

Web & UI

Johanna Regardh



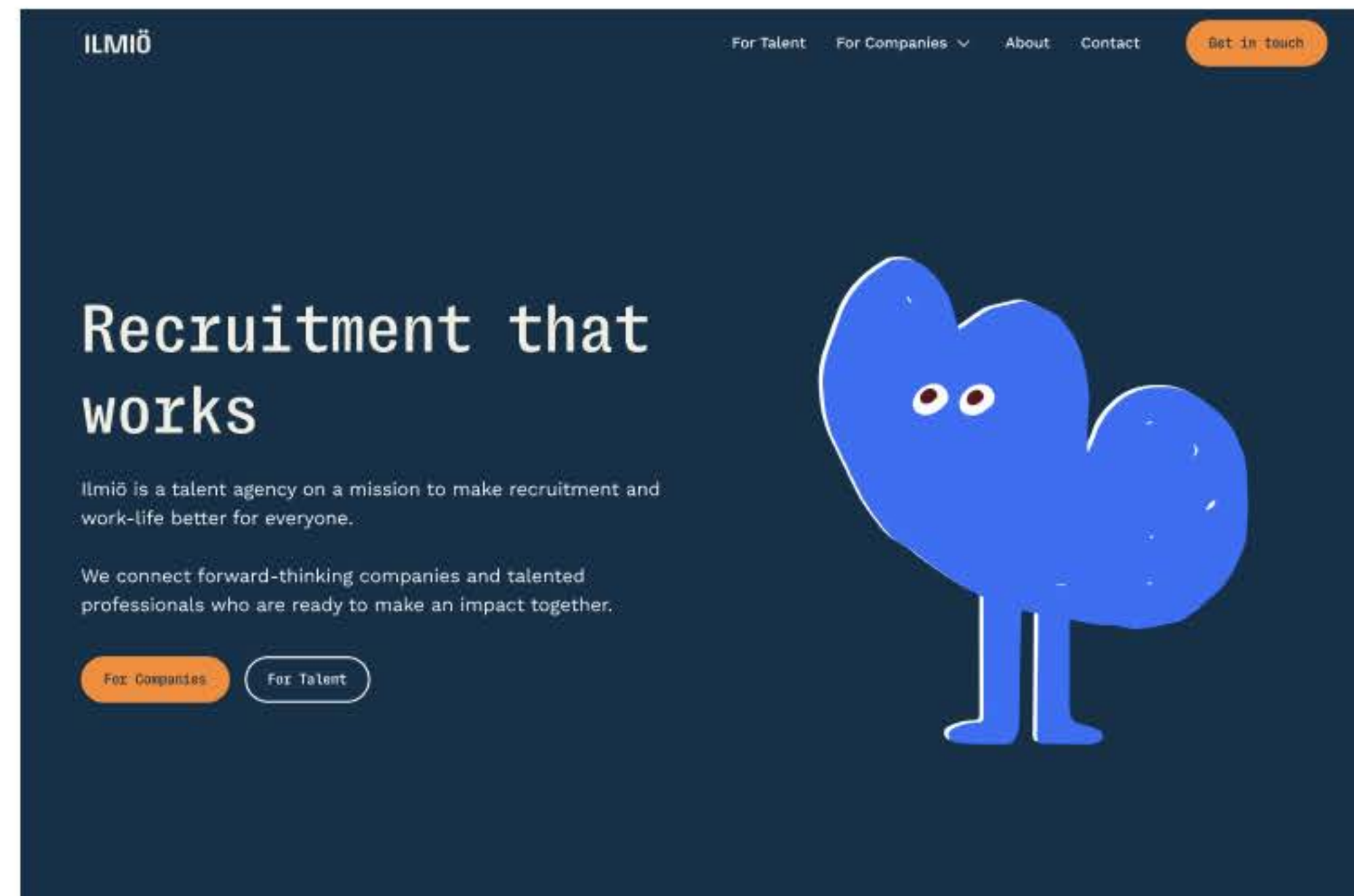
Ilmiö

Website design & Webflow build

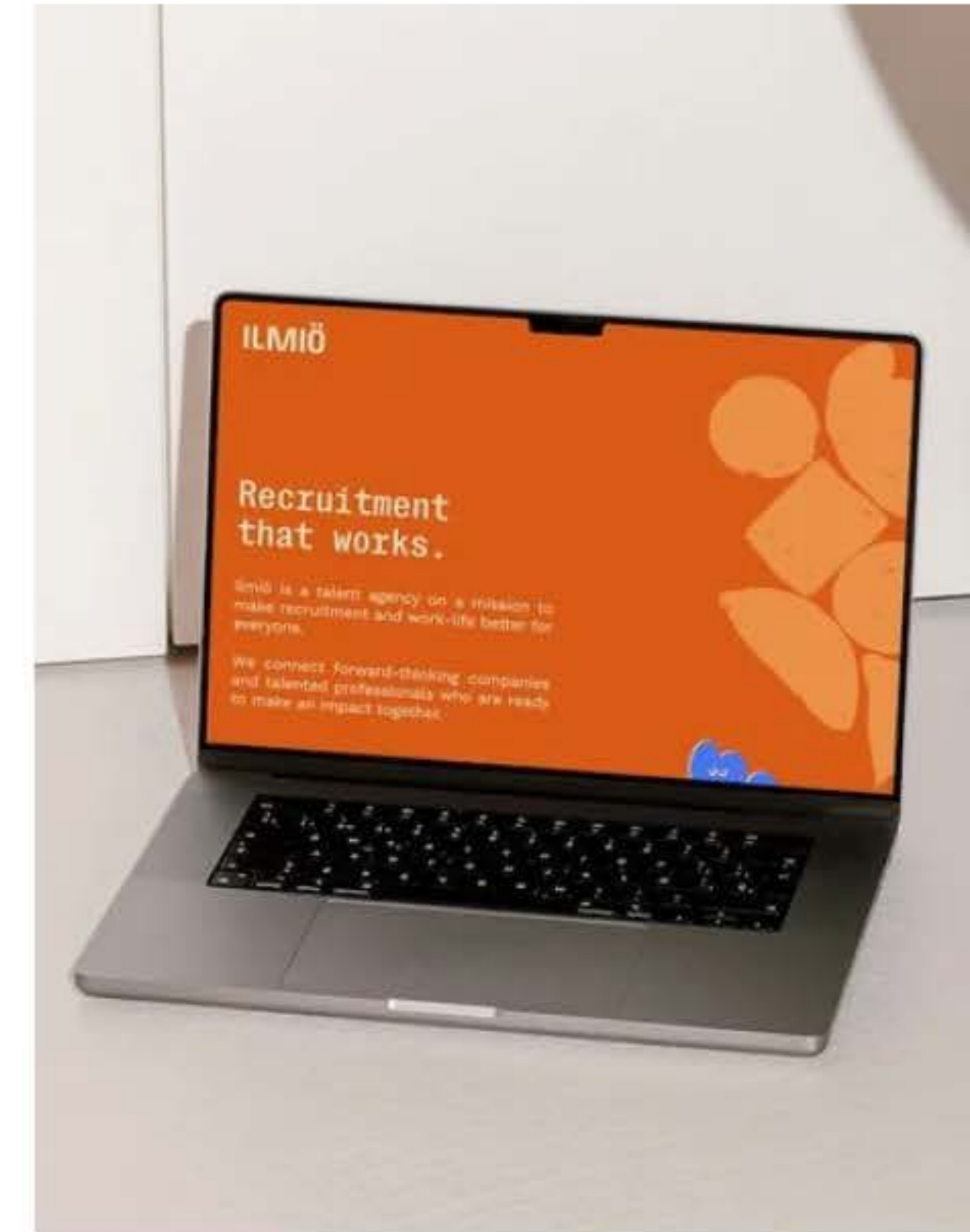
Ilmiö is a talent agency focused on creating more meaningful, human-centred recruitment experiences. The goal of the website was to translate an existing brand identity - rich in illustration and personality - into a clear, functional digital presence that communicated trust, clarity, and approachability.

Starting from UX and wireframes, I developed a clear page structure and content hierarchy before moving into high-fidelity UI design in Figma. The final site was built entirely in Webflow, with a focus on responsiveness, scalability, and ease of handover.

Johanna Regardh



jr



2026

ILMIÖ

For TalentFor CompaniesAboutContact

Get in touch

We make recruitment and work life better for everyone

Understanding individual needs and connecting professionals with companies that truly click creates spaces where great ideas flourish and people genuinely enjoy what they do. The result? Happy people, thriving businesses, and us doing our victory dance.

Our vision

We're building workspace of the future: a community where professionals thrive, collaboration is borderless, and work adapts to life, not the other way around.

Our journey

Where we've been and where we're heading

2021

The leap of faith

Ilmiö was founded in December 2021 by three friends - who had been working in the post-pandemic corporate grind. The dream of creating a better work-life for themselves was the spark that started Ilmiö and defined our mission.

2023

8-it gets real

Despite the market doing its best impression of a rollercoaster, we somehow made this thing work and started gaining our partners' trust. We focused on developing our business - you know, the long stuff like sales, marketing, and pretending to understand spreadsheets.

Present

From dreamers to doers

What started as friends seeking meaning has grown into something extraordinary. We're now a trusted talent partner for companies of all shapes and sizes. Our team has expanded to include Freelancer Pros, bringing us closer to realizing our vision.

Future

Year 202+?

Ilmiö is THE talent agency and a thriving community for talented professionals working on their own terms. We're expanding across countries and continents, with local teams connected through digital platforms. United by our passion, values and collaboration, we're reshaping the future of recruitment and work-life.

Never

Putting profits over people

We'll always prioritize our values over short-term gains. Our focus remains putting people at the center of everything we do.

Our values

Our values shape our decisions and actions every day

And nope, these aren't just wall art. We put our values into action.

Transparency

We believe mutual transparency is key for strong partnerships. We operate with honesty and openness in all our work.

Curiosity

We embrace new ideas and approaches to find the best solutions for any situation. We're ready to challenge ourselves and learn continuously.

Excellence

We never settle for less and always strive to exceed expectations. We aim to deliver the best possible service to both professionals and businesses alike.

Social responsibility

We are committed to promoting equal and fair recruitment and work-life. We never act against our values.

Meet the team

Y/our team

Not all heroes wear capes. Some can turn "we need someone yesterday" into a solid hiring plan.

Anton Virtanen
Co-founder

Our tech-savvy recruitment specialist. Anton's background equips him to decode technical jargon while grasping the human side of hiring.

Mikael Kozpi
Co-founder

Talent acquisition generalist with both in-house and consulting experience. Mikael keeps the team up-to-date with the latest hiring trends and helps practices that actually make sense.

Want to add your mugshot next to ours?

If you want to create better workplaces and think that you would be good addition to our team, we'd love to hear from you! Cape optional, sense of humor required.

Join Ilmiö

ILMIÖ
Talent Agency

Created by our partners

Company
About
Contact
Blog

Services
Subscription
Recruitment
Job Board
Ilmiö Platform

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2026

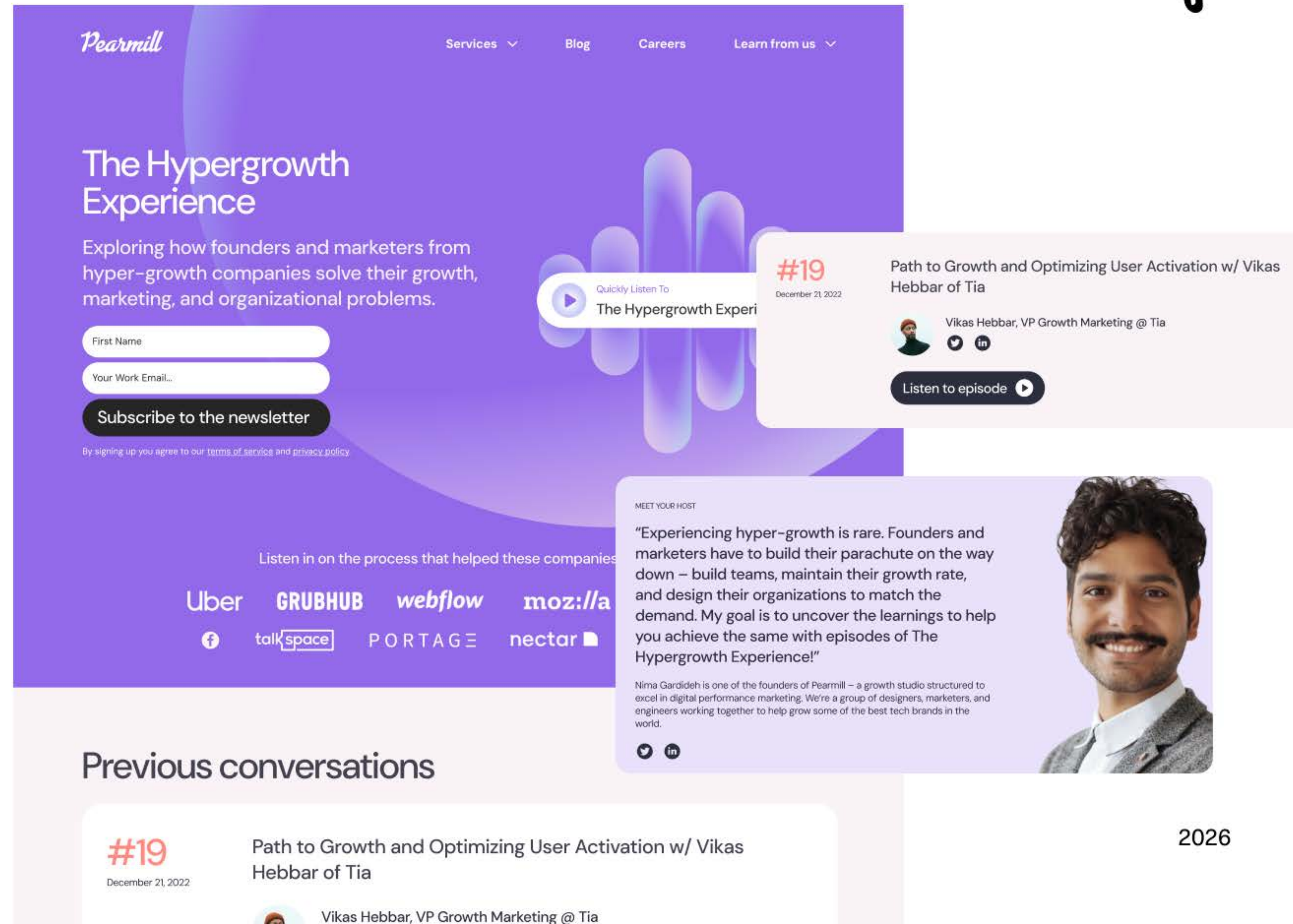
Pearmill (internal)

Website design & Webflow build

While working as a contract designer at Pearmill, I supported a range of client-facing growth initiatives across multiple SaaS accounts. In parallel, I led the design and build of internal landing pages used across the agency's own marketing initiatives, including service offering pages, webinar landing pages, and campaign-specific pages designed to support lead generation and growth.

The work required balancing strong conversion principles with a consistent visual language that aligned with Pearmill's brand.

Johanna Regardh



2026

Pearmill

ServicesBlogCareersLearn from us

Data-driven creative.
Sounds like an oxymoron,
works like a charm.

From cutting-edge DDO to elegant design and bespoke animations, we have a full suite of solutions for creative that performs.

Book an audit

Schedule a call

We pull the creative lever to help awesome companies grow.

ERRE

atoms

AUTODESK

Mindbloom

TOVALA

health

stamps.com

ELLEVATE

GRAILED

Ophelia

Creative is the biggest lever you can pull. Full stop.

Creative is still king. Even in the constantly evolving digital world, some adages remain.

Getting to the root of what drives your audience is what drives us. Do they prefer cheeky humor? Are they partial to hard facts? Is there a bias for cinematic shots?

With our iterative process we constantly use data to test and prove hypotheses, unlocking performance with every round.

Ads that perform (and look good doing it).



Johanna Regardh

“Pearmill has helped us expertly strategize and optimize our landing pages to ultimately improve our conversion rates, lead generation, and pipeline with strength and precision.”

COLLIN TANG - AUTODESK

Analysis

When analyzing the data, we ask 3 main questions:
1. What is the purpose of the experiment?
2. Have we achieved a desired outcome
3. What got us there / what prevented us from getting there?

Systemization

We use data gathered from idea execution to generate new ideas for future experiments to impact the entire funnel. We also use recurring tests to influence specific aspects of the funnel.

ServicesBlogCareersResources

Ready to grow?

Book an audit

Schedule a call

in

Pearmill — © Copyright 2022

Pearmill

ServicesBlogCareersLearn from us

Full-service management

Let us manage your paid search and paid social advertising channels. We handle everything: strategy, tracking, creative development, landing pages, day-to-day management, and more.

Book an audit

Schedule a call

We pull the creative lever to help awesome companies grow.

DESK

Mindbloom

TOVALA

health

stamps.com

ELLEVATE

GRAILED

Ophelia

It's about a proven framework — not secret tactics.

Advertising platforms like Facebook and Google are mini universes of their own. They operate by their own rules and systems. To discover the rules of these universes, we use a framework similar to the scientific method, which has been used to map out the rules to our actual universe. It's the reason we're capable of flight, the reason we're able to produce phones, and the reason we reach unprecedented growth for our partners. However, unlike the rules of the universe, ad channel rules are constantly changing and needing to be rediscovered.

We are constantly designing experiments to formulate sustainable theories and strategies that win. This approach ensures that we continue to have success as channels and

This is how we make results happen

Information and Audience

Sponge up every bit of context from you, identifying who we want to reach, using creative as the tool for targeting.

Ideation

Reach deep into our creative bag of tricks and pull out the most compelling creative concepts.

Creation

Develop the most perfect executions of our favorite concepts.

Testing

Launch the creative in a scientifically-tight testing structure, the most level playing field.

Analysis

Pour over performance results, extrapolating creative learnings.

Iteration

Workshop the winners, making key adjustments to further optimize performance.

More nuggets from our experts:

Agencies inherently see more data than any internal team.

Top 10 Paid Social Ads of 2022

2022 has been a Messi year, and we know that you don't need another pop culture-laden recap. So we'll just speak to the ads and trends that have more juice than corn, the masterpieces that don't jiggle (or fold), the lessons that slap harder than Will.

Mary Boyagi Dec 29, 2022

A CMO's Guide To Hiring An Ad Agency

Learnings gathered from working with 100+ companies to help you decide when and how to work with agencies.

Hina Garddahi Jan 31, 2023

Agencies inherently see more data than any internal team.

A CMO's Guide To Hiring An Ad Agency

Learnings gathered from working with 100+ companies to help you decide when and how to work with agencies.

Hina Garddahi Jan 31, 2023

Disro Product UI

Product UI design

My scope was visual design rather than UX or interaction design: taking the established flows and ensuring the product felt as considered as the marketing, while defining reusable visual patterns that could scale with the interface over time.

- Full visual design of the product interface working from wireframes
- Applied brand system to product components — typography, colour, iconography
- Defined reusable UI patterns and component library foundationsImproved hierarchy, readability, and visual consistency across all screens

Johanna Regardh

