



Shredded Skateboards

BRANDING

UI/UX

Targeting 12-22 year olds, this brand uses urban, grunge elements reminiscent of the skateboarding scene. The goal was to showcase Shredded as a trustworthy but modern and commercially “rough” brand. Urban textures, repetitive symbols, expressive typefaces, and contrasting colors communicate this idea. Incorporating a minimalist layout with strategic white space was crucial for keeping the site user-friendly.

