

# Espen Aaeng

## Digital Brand Specialist

Espen is a diverse graphic designer. He has an academic background from visual communication (MA) and has worked within a broad range of design disciplines. Espen's focus in projects is to combine Branding with Digital to design delightful interactions adding value between organizations and their customers. Espen has 24 years of

experience from the industry and been responsible for running design processes in everything from small campaigns to complex websites and mobile applications. He is also skilled in print-based craft and packaging design. Espen has an eye for details and a passion to create a distinctive character to achieve great communication.



## Approaches

Brand Creation

Visual Identity

UI Design

Native Apps

User Experience (UX) Design

Product Design

Structural packaging

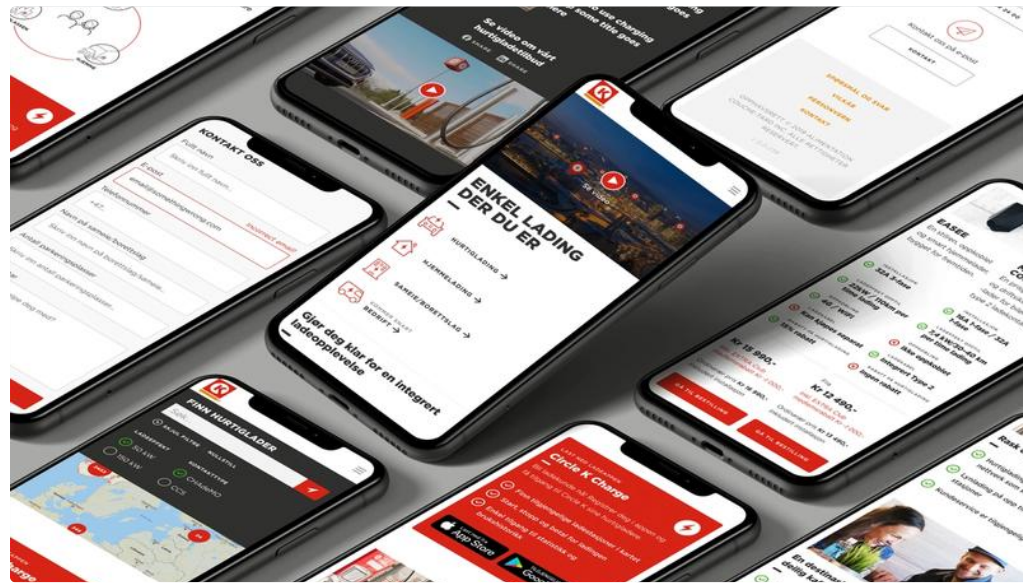
Behavioural Design

## Work history

- 2017 – 2023 ● **Digital Brand Specialist**  
EGGS Design
- 2017 – 2018 ● **Interaction designer**  
Deloitte Digital
- 2016 – 2017 ● **Digital designer**  
DAYTWO
- 2007 – 2015 ● **Interaction designer**  
TRY/APT
- 2004 – 2007 ● **Graphic Designer**  
Cox Oslo
- 1999 – 2001 ● **Graphic / web designer**  
Icon Medialab

## Education

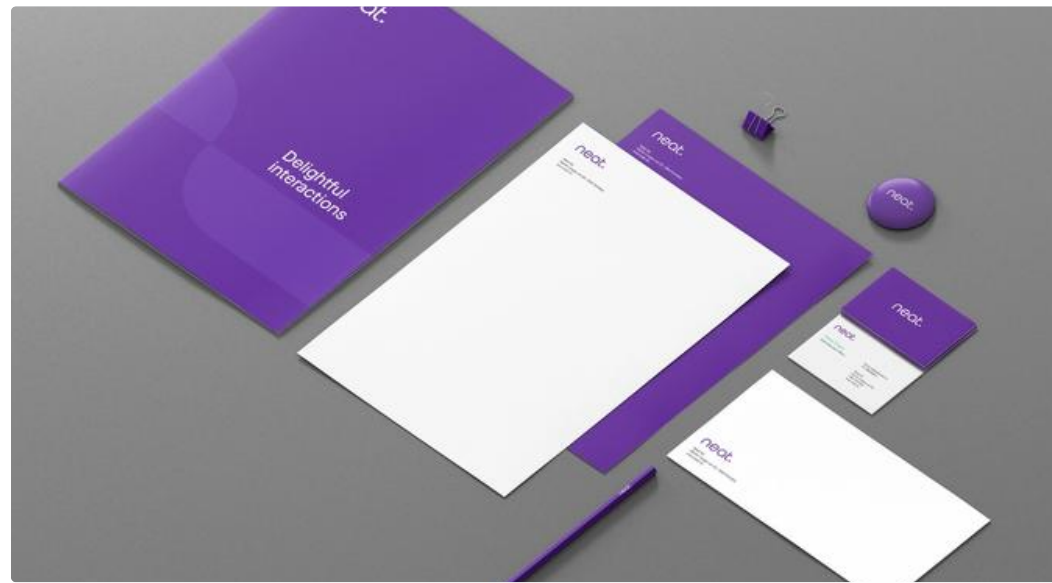
- 2003 - 2004 ● **MA**  
University of Brighton
- 1996 - 1999 ● **BA**  
Middlesex University
- 1995 - 1996 ● **Foundation in Art & Design**  
Kent Institute of Art & design
- ●



- Circle K

## Electric car charging - App, platform and loyalty program

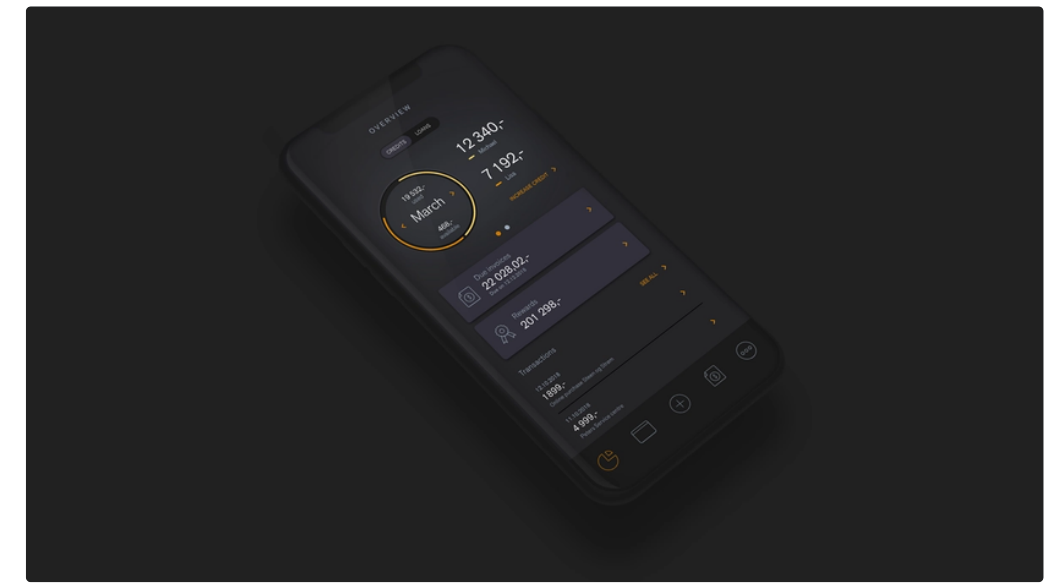
Circle K er en internasjonal leder innen convenience, drivstoff og lading, en industri som er i rask endring. EGGS ble i 2017 engasjert for å hjelpe Circle K å ta en ny posisjon og tilby nye tjenester innenfor E-mobilitet. EGGS har bistått Circle K gjennom flere år med innføring av den nye tjenesten Circle K charge - med tjenestestrategi, visuell identitet, digital design for app og web, og romlig utforming av ladestasjoner.



- Neat

## Corporate branding of video conferencing company

Norwegian-based Neat develops and produces high-end simplified video conference systems specially integrated with Zoom. EGGS Design worked closely with Neat and Zoom to develop a strong brand core and visual identity and brand manual to ensure effective communication as well as a perfect fit with Zoom.



- Entercard

## Mobile app for credit cards

A responsible, user-centered approach to personal credit. EGGS was tasked to re-think the user experience for an existing consumer credit product, where the mobile app is the main channel. The project focused on discovering user pains and needs and seek the best possible overlap with business requirements. This initial stage, in collaboration with the client's development team, focused on producing hypotheses for user-testing, which revealed new paths to engage and advise users in a healthy and responsible use of credit cards.

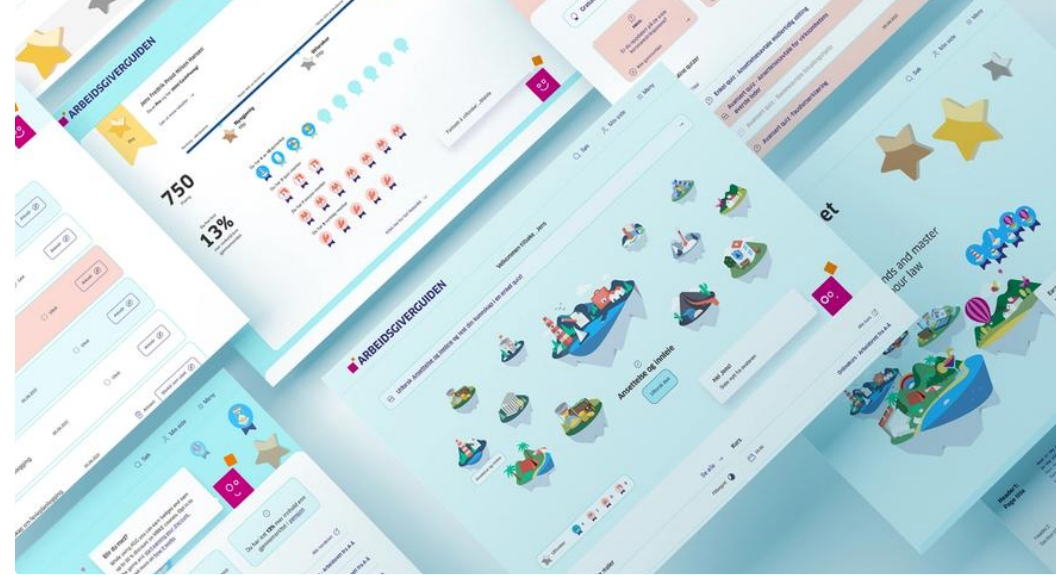
UI Designer



## Jordan Kids

Redesign of Jordan Step 3 toothbrushes and toothpaste based on insight & testing (6-9 years segment)

Insight, user interviews, sketching, prototyping, testing, iterations, character design, original artwork design

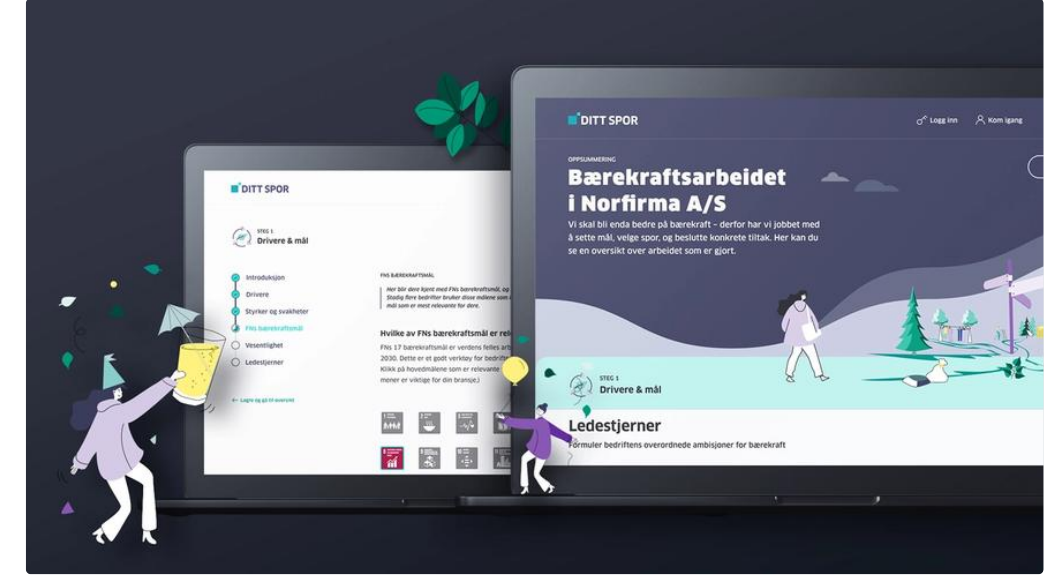


- Virke

## Employer's Guide

Virke, Norway's largest employer organization, offers companies a variety of services. One of those is the Employer's Guide: a resource for small, medium and large organisations to get up to speed with labour law. In this project, the team from EGGs Design contributed with concept development, gamification logic and UX/UI design for a totally revised platform on employment law.

Lead Digital Designer



- Virke

## Ditt Spor - sustainability tool

Virke, one of Norway's largest employer organisations' latest offering – Ditt spor – helps businesses explore, identify and take concrete action on sustainability. In EGGs, one of our missions is guiding organisations in taking sustainability work to the next level, which made this project the perfect match. We've helped Virke design the tool and make sure it meets the member companies' needs and makes sustainability a viable priority.

Brand Identity, Ui Design, UX Design, Project management





- Avara

## Avara smart security

Avara launches a unique new cloud based leakage sensor and alarm system for caravans and motorhomes. EGGs Design has done a complete brand creation package from the brief via identity and product design to the readily packaged alarm system.

UI Design, Visual Identity



- Fugro

## Fugro Seastar

Fugro is a global supplier of satellite signals for dynamic positioning of ships, among other purposes. The main challenge with their customer experience was their lack of visibility to the users because the service of satellite subscriptions is usually supplied through partners.

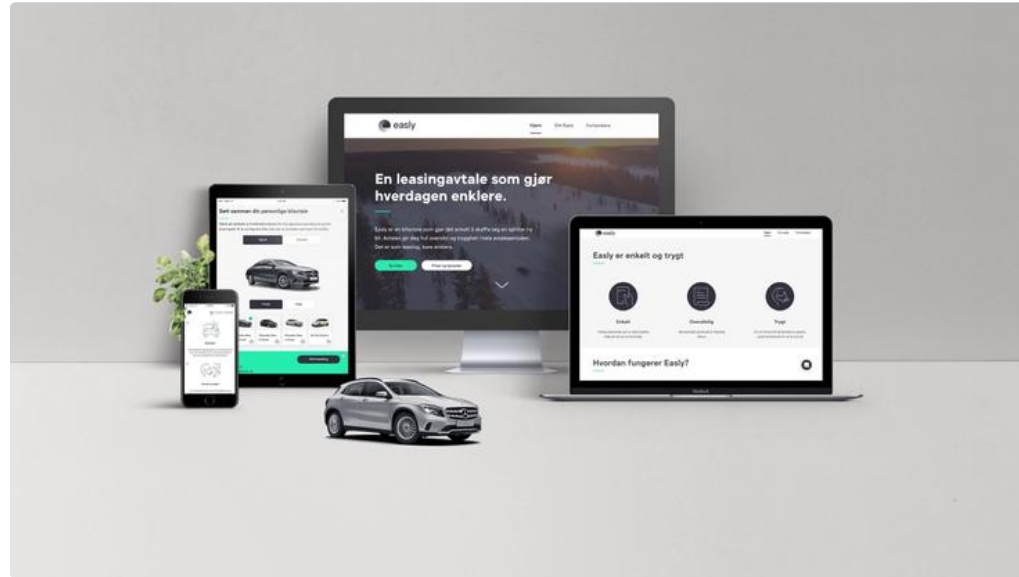
One of the main goals was to achieve better contact with the end-users. This process consisted of collaborative workshops that resulted in several relevant project ideas for new digital interfaces for management onshore as well as the direct users on the ships. This project also resulted in several strategic development projects, which are still ongoing.



- DAAL

## Speedy noise canceling

DAAL aims to deliver a novel concept of motorcycle helmets with Noise Cancellation.



- Bertel O Steen

## Easly - Car leasing service

Easly is a new type of car deal, offered by Bertel O. Steen. Trends in personal mobility point from owning to renting, and Easly is one of several measures Bertel O. Steen is taking to meet the mobility of the future. Easly is initially a "Full-Service Leasing" agreement, which already has several services that stand out in the market. Easly was developed by an in-house team at Bertel O. Steen, supported by EGGs Design (service design, digital surfaces) and SDG (concept, brand, visual identity).

UX/UI design

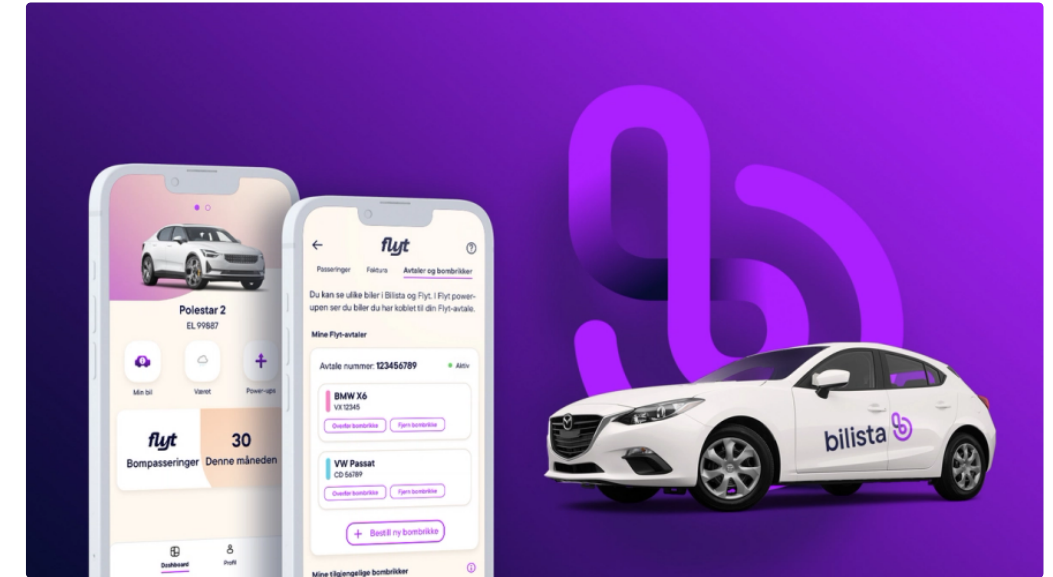


- Bertel O Steen

## Future car retail experience

Traditional car dealers must innovate to meet customer expectations and create new value propositions in a changing mobility market. With Lørenskog bilhus, Bertel O Steen wanted both to merge several existing car dealers and to take a new position in the mobility market.

As responsible for the customer experience in the car dealership of the future in Lørenskog, EGGs contributed with comprehensive concept development, architecture (in collaboration with Brandl), interiors, digital surfaces and signage. The result was implemented in 2019.



- Gjensidige

## From strategic initiative to scaling the product in the market

We are helping a large Norwegian insurance company take a more prominent role among their customers every day, developing a B2C value proposition mobility. EGGs has supported Gjensidige all the way from the idea to the launch of the product in the market and then scaling the product up. Bilista is now an app with 70,000 users and 25% are monthly active users. The app has already developed and launched several upgraded and new features since launching of the app.





- EcoMobility

## Driving for a greener tomorrow

#Brand Core & Visual Identity#

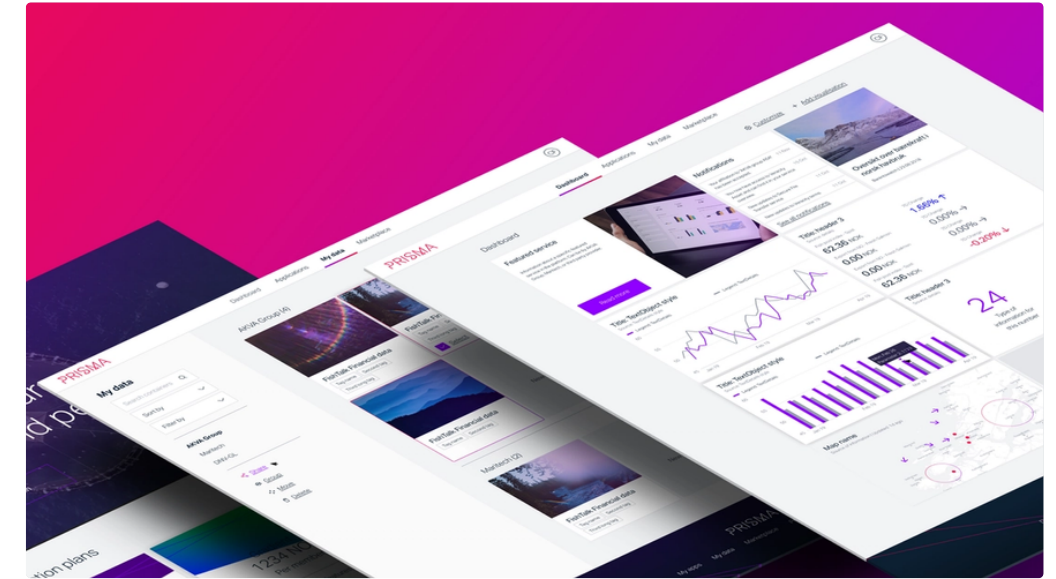
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- Hennig-Olsen Is

## New brand identity and packaging design for ice cream

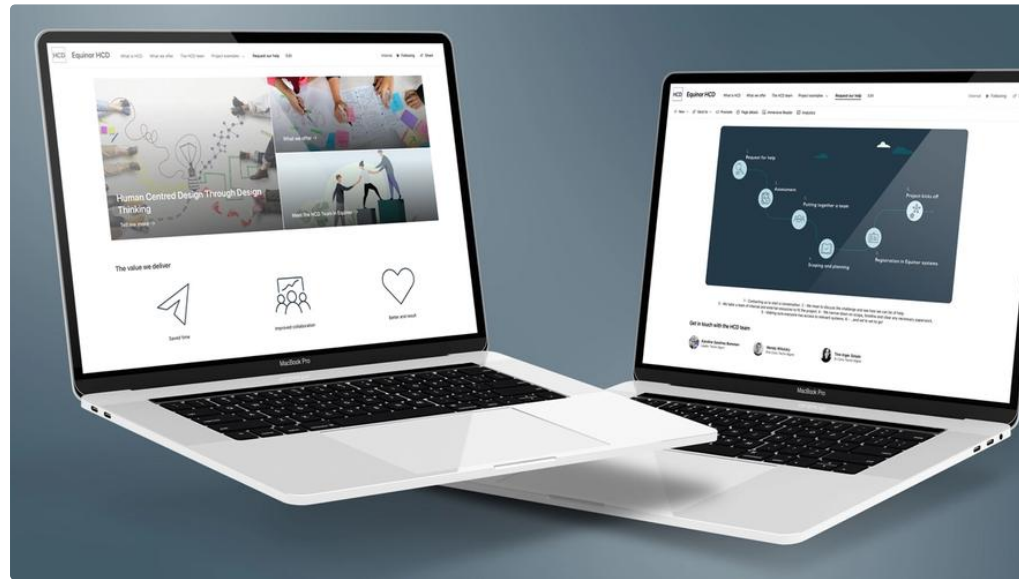
Naming, Brand Development, Graphic Design



- AKVA Group

## PRISMA

AKVA Group offers different software and services- the most used one being FishTank- for customers in the fishing industry to manage their production. Considering customers' growing need to extract, share and analyze the data from AKVA Group Software's applications, AKVA Group decided to invest in starting the development of a computer platform for the fishing industry. PRISMA is a platform where users can access all the data coming from all of AKVA Group systems, and use it to create custom visualisations, reports and insights



- Equinor

## Communicating design in Equinor

The HCD team (Human Centred Design) in Equinor requested our help to communicate their role, competence and offerings within the organisation. We created a Sharepoint site and power point presentation, including text content, visuals and layout.

Visuals and layout, as well as setup of Sharepoint.



- Ledidi

## New visual identity and website for clinical co-research company

Ledidi er et selskap i sterk vekst, og har en tydelig ekspansjonsstrategi til nye markeder og segmenter. EGGs har skapt en merkevare som er mer særegen og helthetlig. Basert på en solid merkevareplattform, utviklet vi logo, visuell profil og grafisk verktøykasse.



- ARCUS

## Lysholm Juleaquavit

Our client Arcus (Anora) approached us with a desire to create packaging and naming for their 2022 Christmas Aquavit. We did brand concept ideation and production, resulting in the label "Høytid" - a sweet, harmonious, and slightly complex Christmas aquavit inspired by the colours and flavours of traditions in Trøndelag, Norway. The drink goes well with traditional Nordic Christmas dishes, and also looks good as decorations on your Christmas table :) Skål!

Design & Art Direction