

Espen Aaeng

Digital Brand Specialist



Espen is a diverse graphic designer with a broad range of skills. He has an academic background with an MA in visual communication, and has worked within a broad range of design disciplines including digital UI/UX design, brand creation and transformation.

Espen's focus in projects is to combine Brand experience with digital to design delightful interactions adding value between organizations and their customers.

Approaches

✦⁺ Brand creation

✦⁺ Brand transformation

✦⁺ Visual identity

✦⁺ UX design

✦⁺ UI design

✦⁺ Illustration

✦⁺ Digital product development

Work history

| | |
|-------------|--|
| 2024 – | Digital Brand Specialist/CEO Blank Studio AS |
| 2018 – 2024 | Digital Brand Specialist EGGS Design |
| 2017 – 2018 | Interaction designer Deloitte Digital |
| 2016 – 2017 | Senior designer DAYTWO |
| 2007 – 2014 | Interaction designer TRY/APT |
| 2004 – 2007 | Graphic Designer Cox Oslo |
| 1999 – 2001 | Designer Icon Medialab |

Education

| | |
|-------------|---|
| 2003 – 2004 | MA Visual communication University of Brighton |
| 1996 – 1999 | BA (Hons) Visual communication Middlesex University |
| 1995 – 1996 | Foundation in Art & Design Kent Institute of Art & design |
| 1994 –1995 | Reklameskolen Merkantilt institutt |

Case

Strategic Initiative to Market Scaling

- Gjensidige



We transformed Gjensidige by helping them create a new compelling B2C mobility service. From concept to market launch and scaling, EGGS were a key partner in creating Bilista which now boasts 70000 users with 250 actively using the app each month. Bilista has seen ongoing feature additions since its initial release.

EGGS provided comprehensive support including concept development, brand creation, digital design, go-to-market, product strategy, and tech exploration.

Espens role in the project was to lead a creative team to create a name, brand platform and visual identity, and develop it into an app for iOS & android, including its design system.



Brand creation

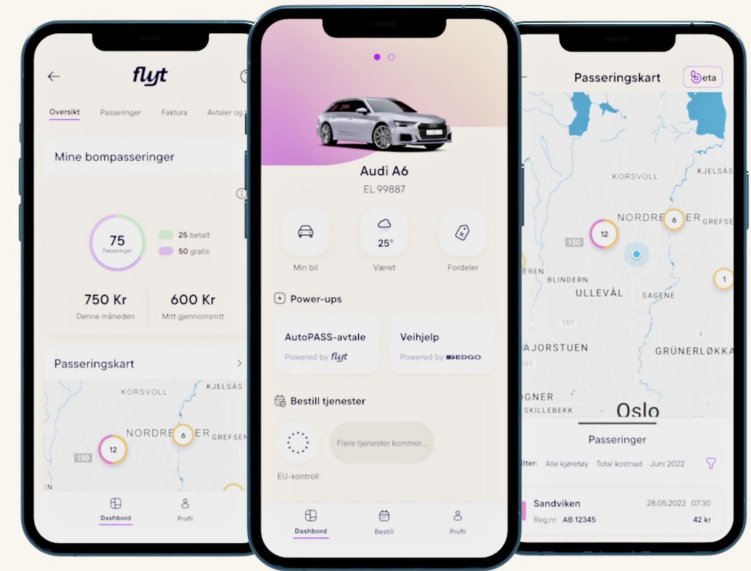


Visual identity

UX/UI design

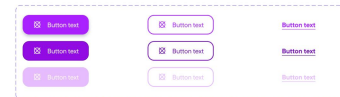
Case

- Gjensidige

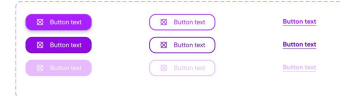


Buttons

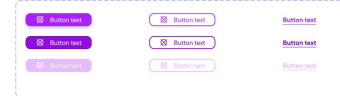
Large



Medium



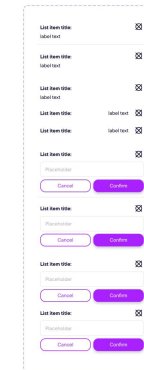
Small



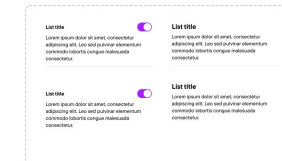
X-small



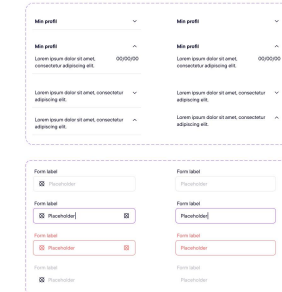
List item title



List elements w.description

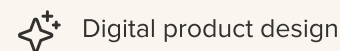
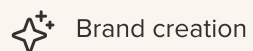
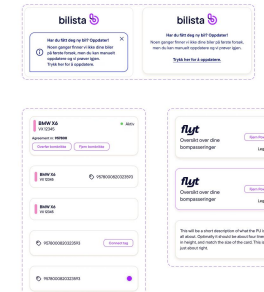


List elements expandable



System

Info boxes



Case

Brand creation to save the ocean

- reflections



It's becoming increasingly clear that human activities are putting significant pressure on life in our oceans. In order to protect fragile marine ecosystems, people must know and understand them, and feel a connection to them. It's our collective responsibility to take this knowledge up from below the surface.

Blank Studio facilitated and worked in close collaboration with the reflections team to develop a strategy, brand name, visual identity, website and brand templates that focuses around the core mission – to be the source for factual information, and an entrance to scientific knowledge about the ocean, catalysing lasting crucial change.



Brand creation



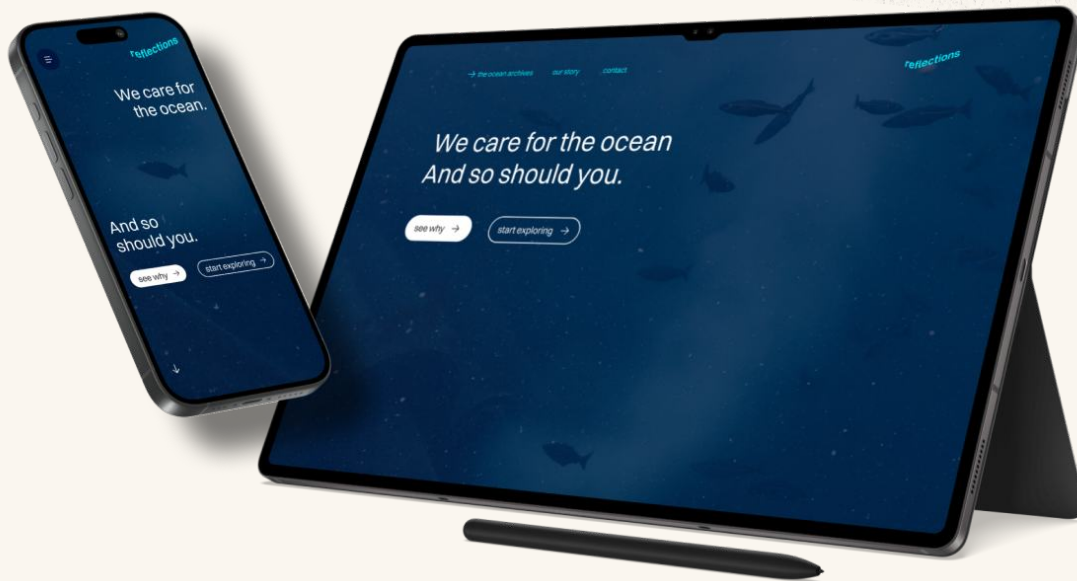
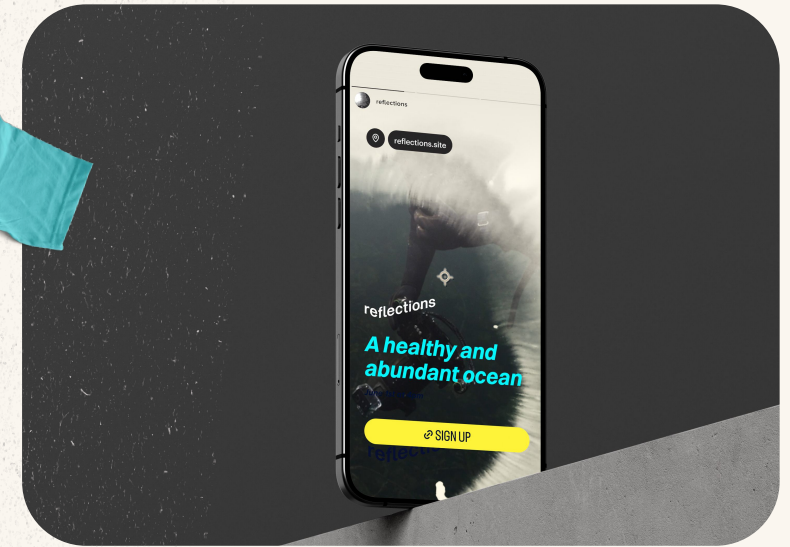
Visual identity



UX/UI design

Case

- reflections



reflections

✦ Brand creation

✦ Visual identity

✦ UX/UI design

Case

An ecosystem of charging stations for electric cars

- Circle K



The concept of petrol stations in Norway is changing due to the rapidly rising number of electric cars on the road. To stay at the forefront of this transition and remain relevant in the future, Circle K has started converting from petrol stations to becoming electric energy stations. EGGS has assisted this transformation by designing a holistic ecosystem of charging points, information, and new services for customers.

Together with Circle K, we developed the Product Concept of **"Easy charging wherever you are."** It consists of an entire ecosystem of charging stations that aims to supply every EV (Electric Vehicle) driver with the best possible charging experience. We helped define Circle K's new value propositions by applying business and service design methodologies. Espen's main focus in the project was to develop the new Circle K Brand Identity within the EV segment, wayfindings, and implementing digital touchpoint designs.



Brand creation



Visual identity



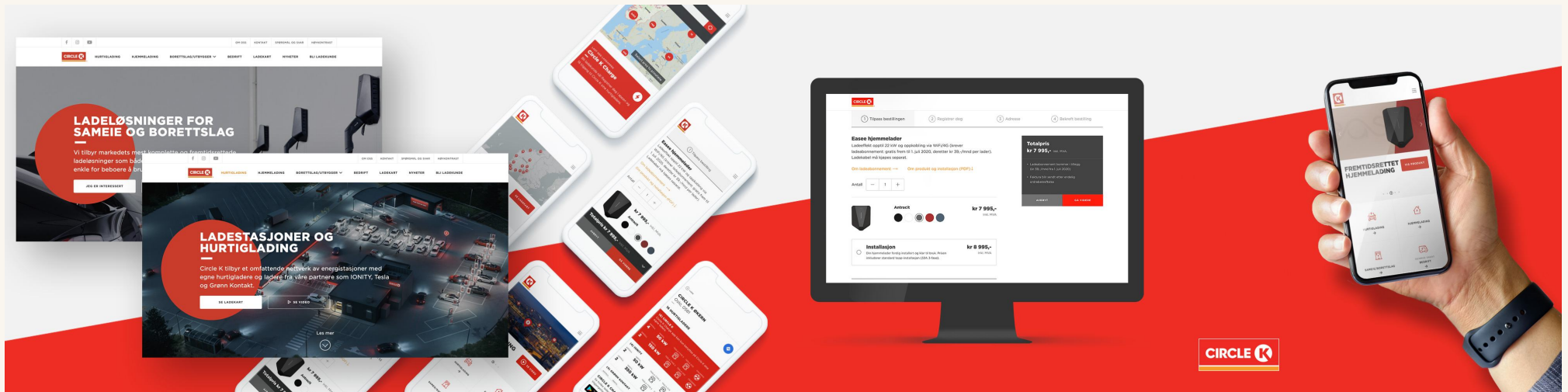
UX/UI design



Digital product design

Case

- Circle K



Brand transformation



Visual identity



UX/UI design



Graphic design

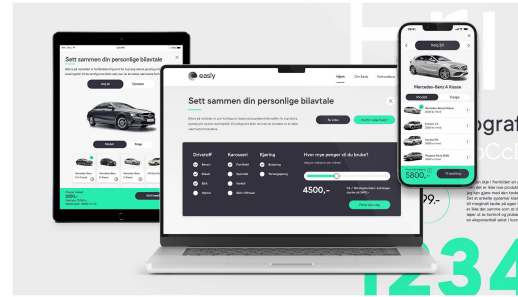


Digital product design

Other cases

- **Bertel O Steen**

Designing car leasing as a service



- **Handelens Miljøfond**

Designing a desirable and reusable shopping bag



- **Hennig Olsen Is**

Nyt & Nude packaging



- **avara**

Naming, strategy, visual identity & website for avara alarm systems



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