

ASGER

Hei!

I am a Danish Digital Art director based in London.
Designing functional and beautiful experiences.

Selected Work

The following pages showcase projects from the last few years where I've worked directly with clients and in agencies. Projects spans from work with startups define their product offering to help Land Rover launch a new media platform.

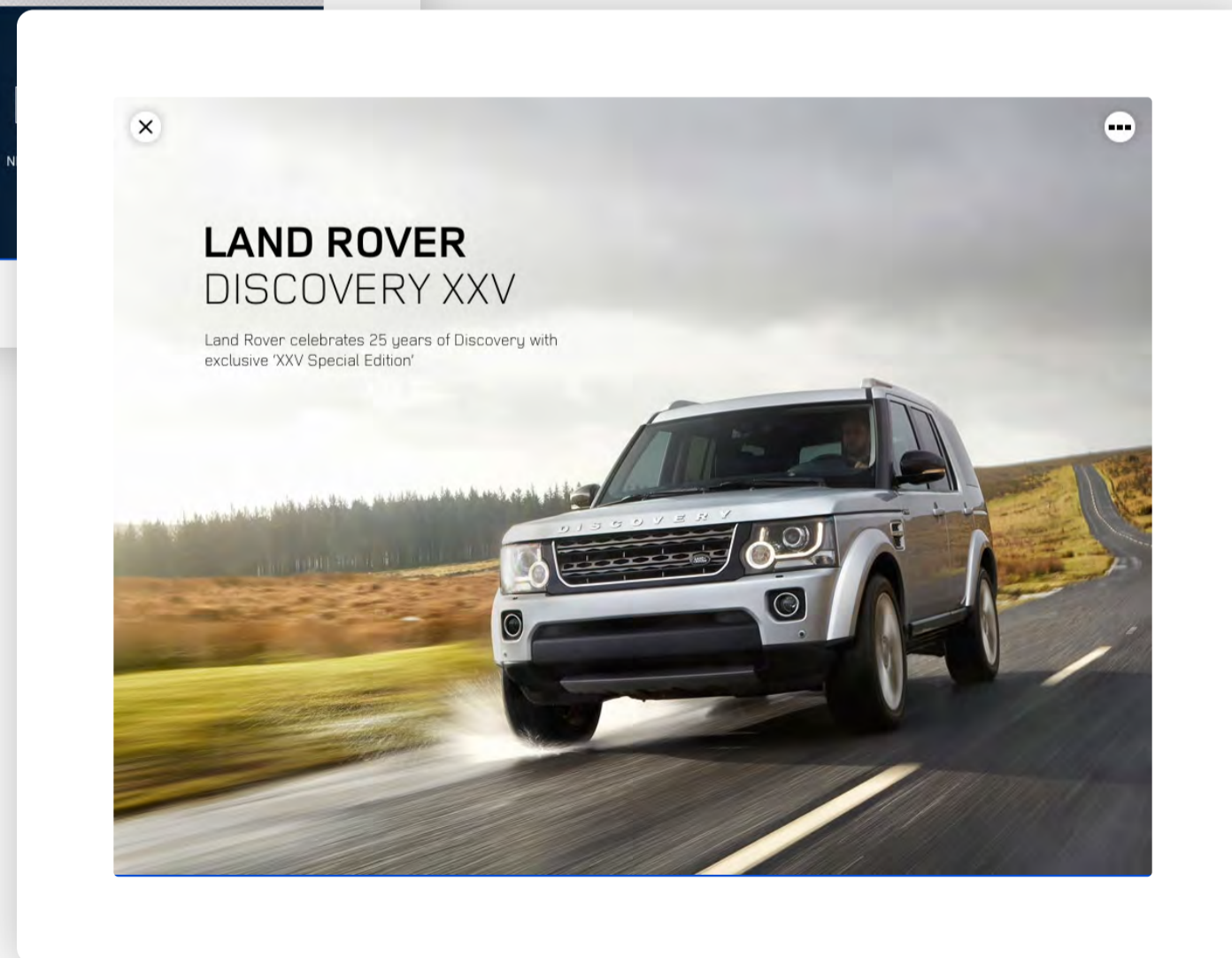
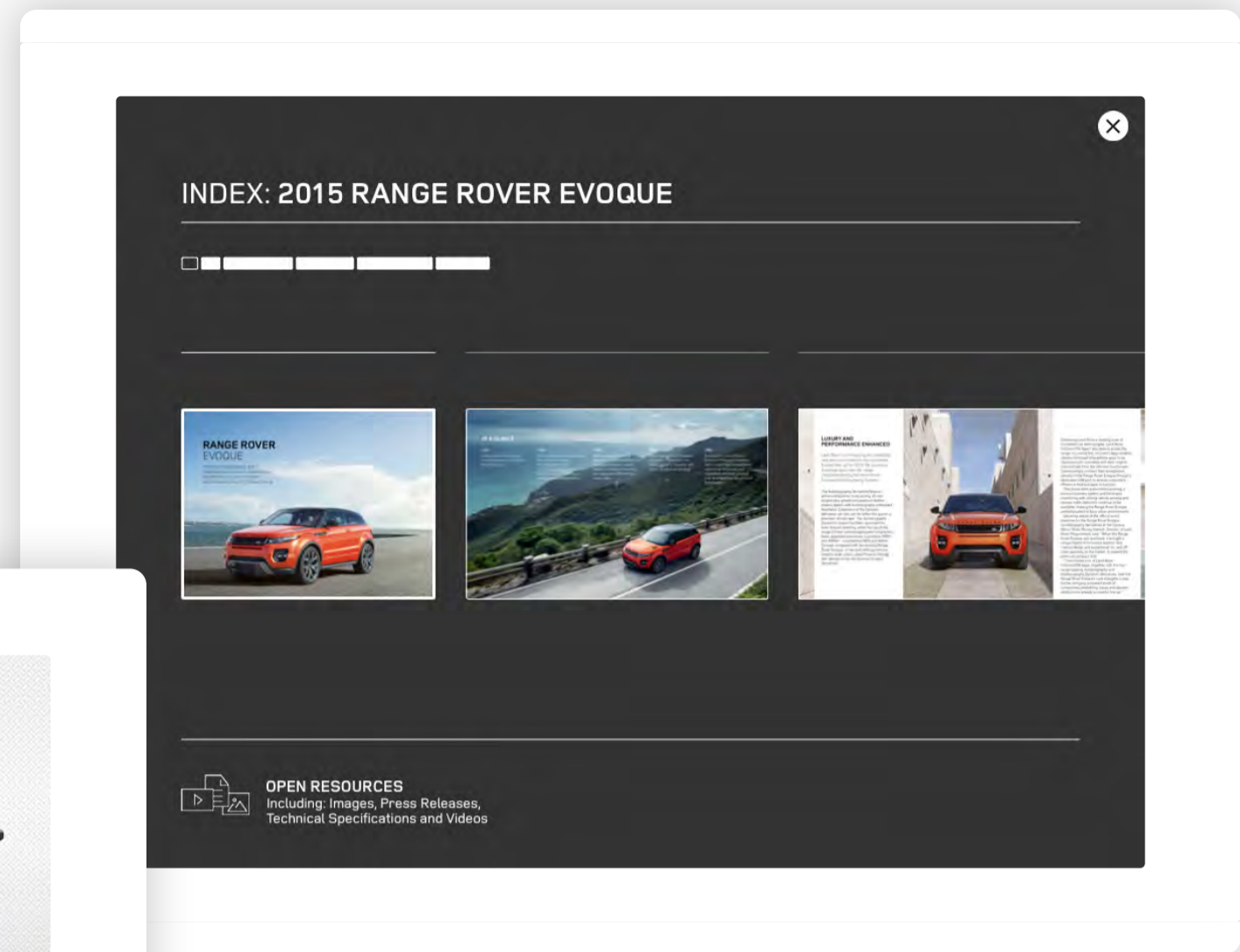
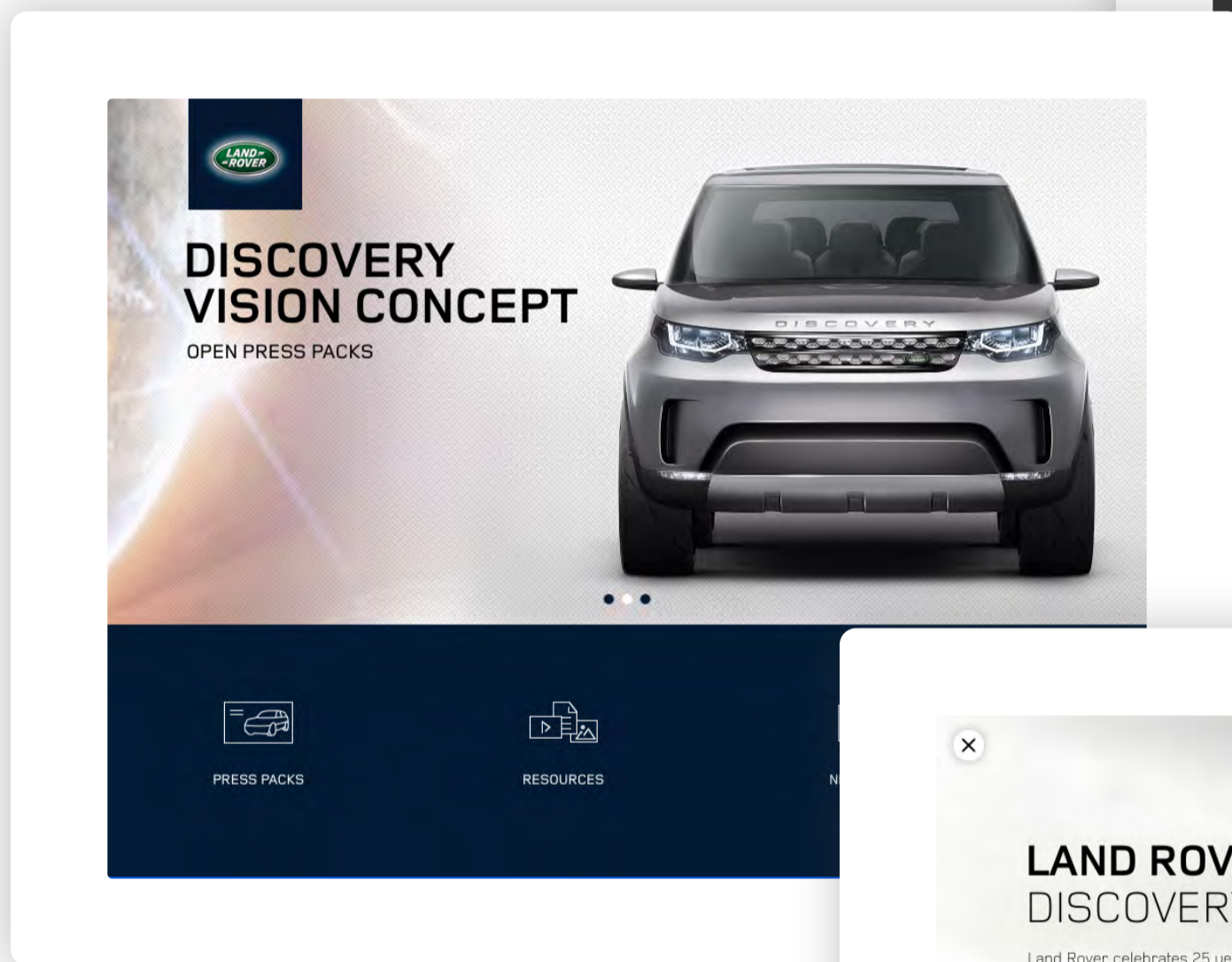
Land Rover Media Hub

Client: Land Rover

Agency: FP Creative

Role: Digital Art Director

Art direction and design for digital press packs and a platform replacing the need for printed press packs. With exclusive video and image content, 3d spinners, test drive packs, VIP area and live streams.



Create new deliverable | Scope Document

Brochure Amendmens
 Acme Global
 Quantity: - 1 +

Complexity: Low Medium **High** Very high
 Prediction - Low risk
 70% likelihood between **41** hours and **119** hours
 SCOPEMARK PREDICTION: **80**
 TOTAL: GDP **24,859**

Description: For example landit auctor pulvinar. Sed egestas placerat massa nec luctus. Nunc non iaculis tortor, nec maximus ex ✓

Department	SCOPEMARK HOURS	USER HOURS	SELLING PRICE	SCOPEMARK SELLING PRICE
DESIGN	405	GDP 153,000	570	GDP 153,000
CLIENT SERVICES				
DEVELOPMENT				

Add department or roles

Deliverable total SCOPEMARK PREDICTION

Scope total SCOPEMARK PREDICTION

SCOPE My Scopes Manage Support **BIG**

Acme Global
 Scope Number: **B 00014** Client: **Honda** Ratecard: **Honda 2016**

Scope | Breakdown | Activity Create new deliverable +

Section name	SCOPEMARK HOURS	USER HOURS	SELLING PRICE	SCOPEMARK SELLING PRICE	
Total:	2295	2670		GDP 1,443,726	
Section name 1	485	630		GDP 254,361	
DELIVERABLES	SIZE	QTY	SCOPEMARK PREDICTION	USER PREDICTION	TOTAL
Logo Acme Global	S	1	60	80	GDP 40,253.39
Brochure Easter Acme Global	L	1	39	45	GDP 4,253.39
Leaflet Acme Global	S	2	52	70	GDP 29,859.02
Magazine Acme Global	L	1	230	300	GDP 184,251.59
Brochure Acme Global	L	1	80	80	GDP 29,859.97
Brochure Amendmens Give your deliverable a name	L	3	80	80	GDP 24,859.56
Section name 2	485	630		GDP 1,443,726	
Section name 3	485	630		GDP 1,443,726	

Create new deliverable

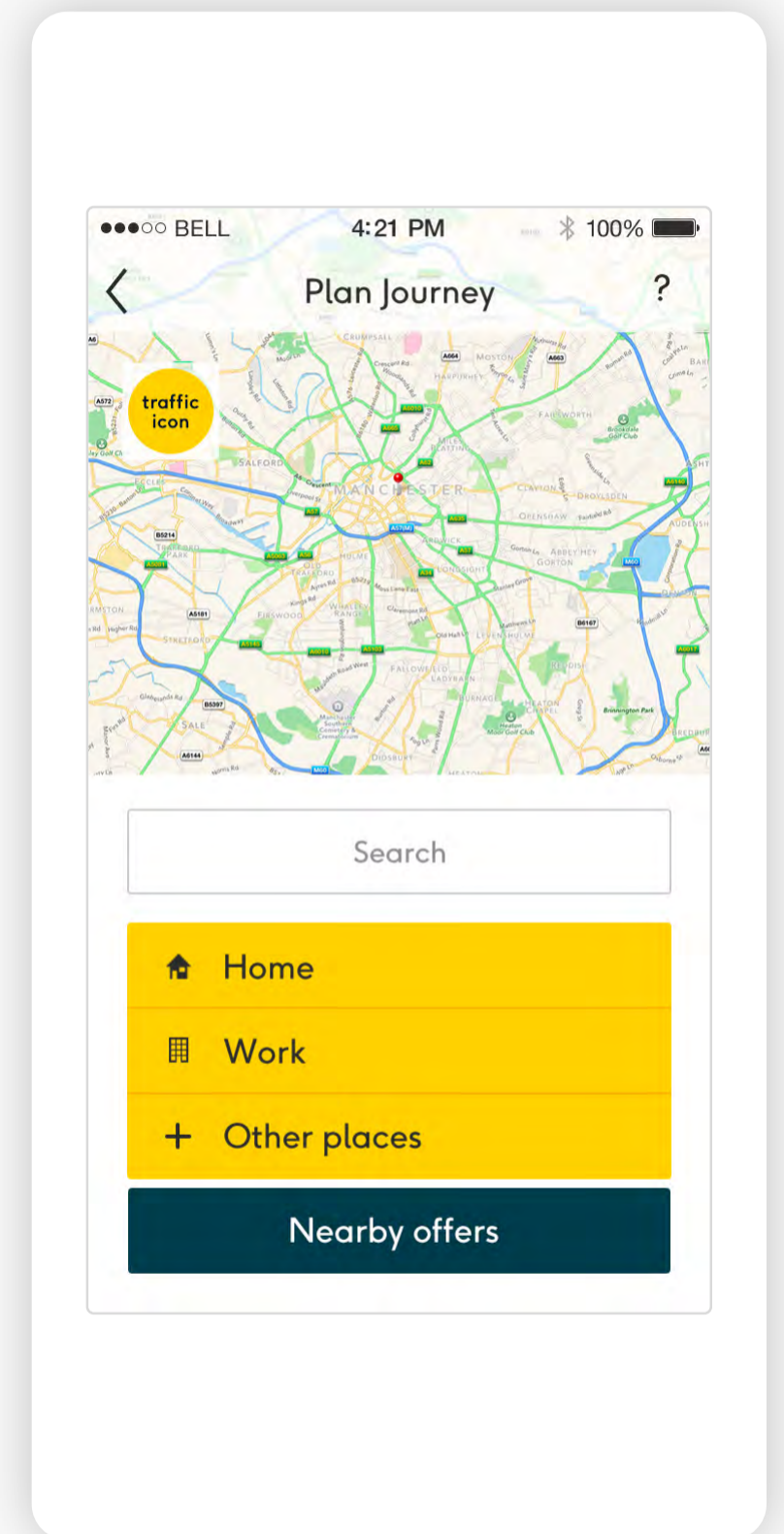
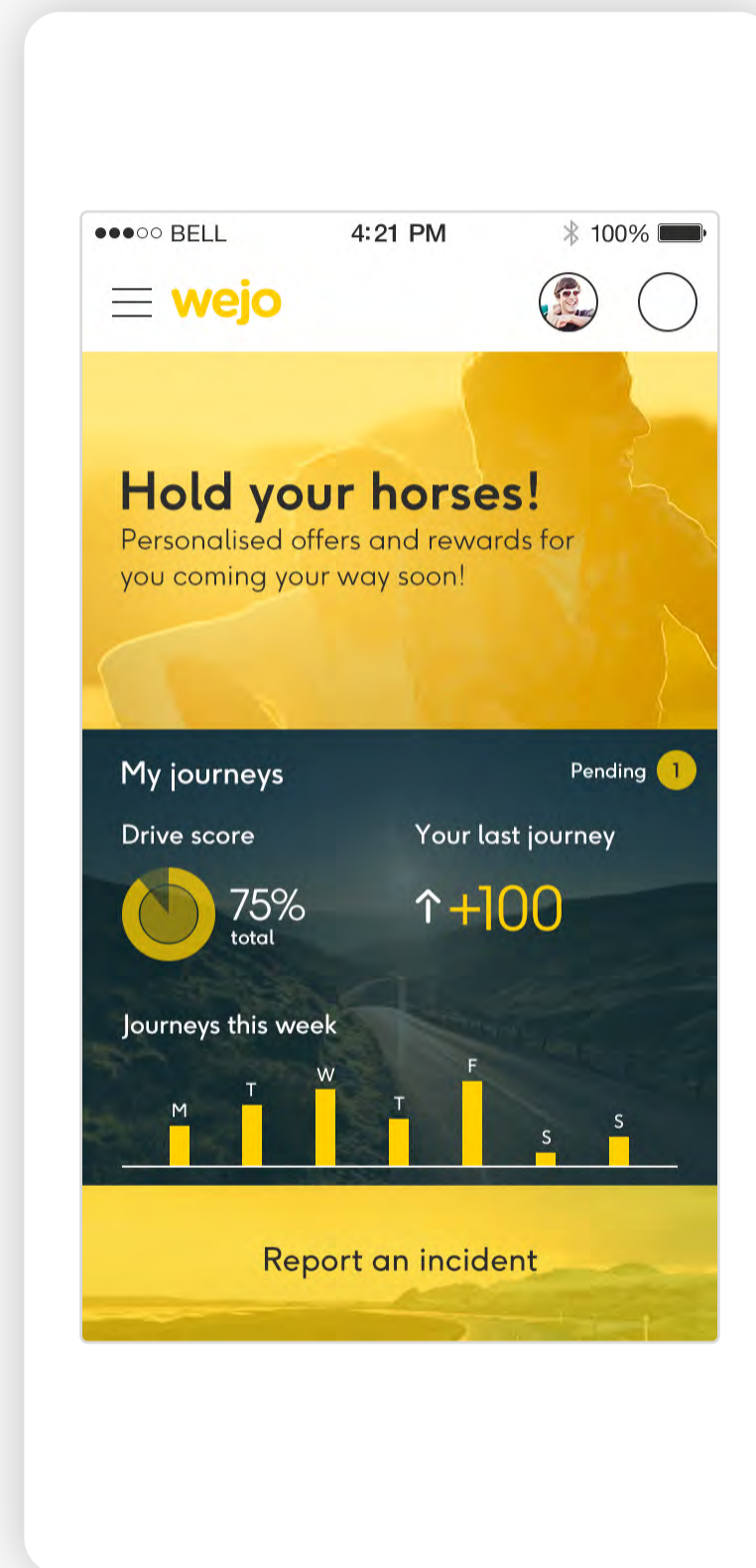
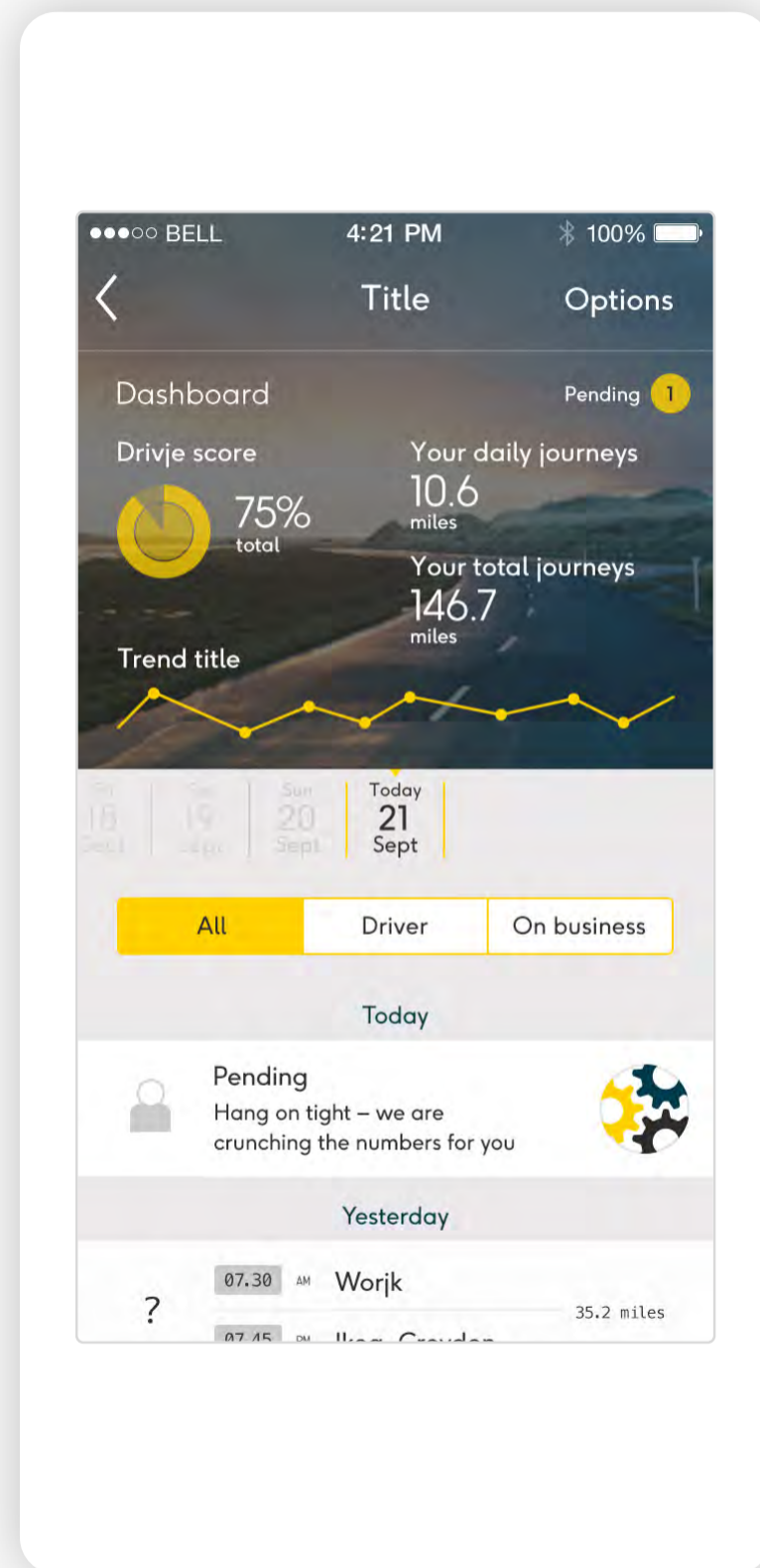
Draft Submit Export

Scope

Client: TheVirtuGroup

Role: Creative Lead

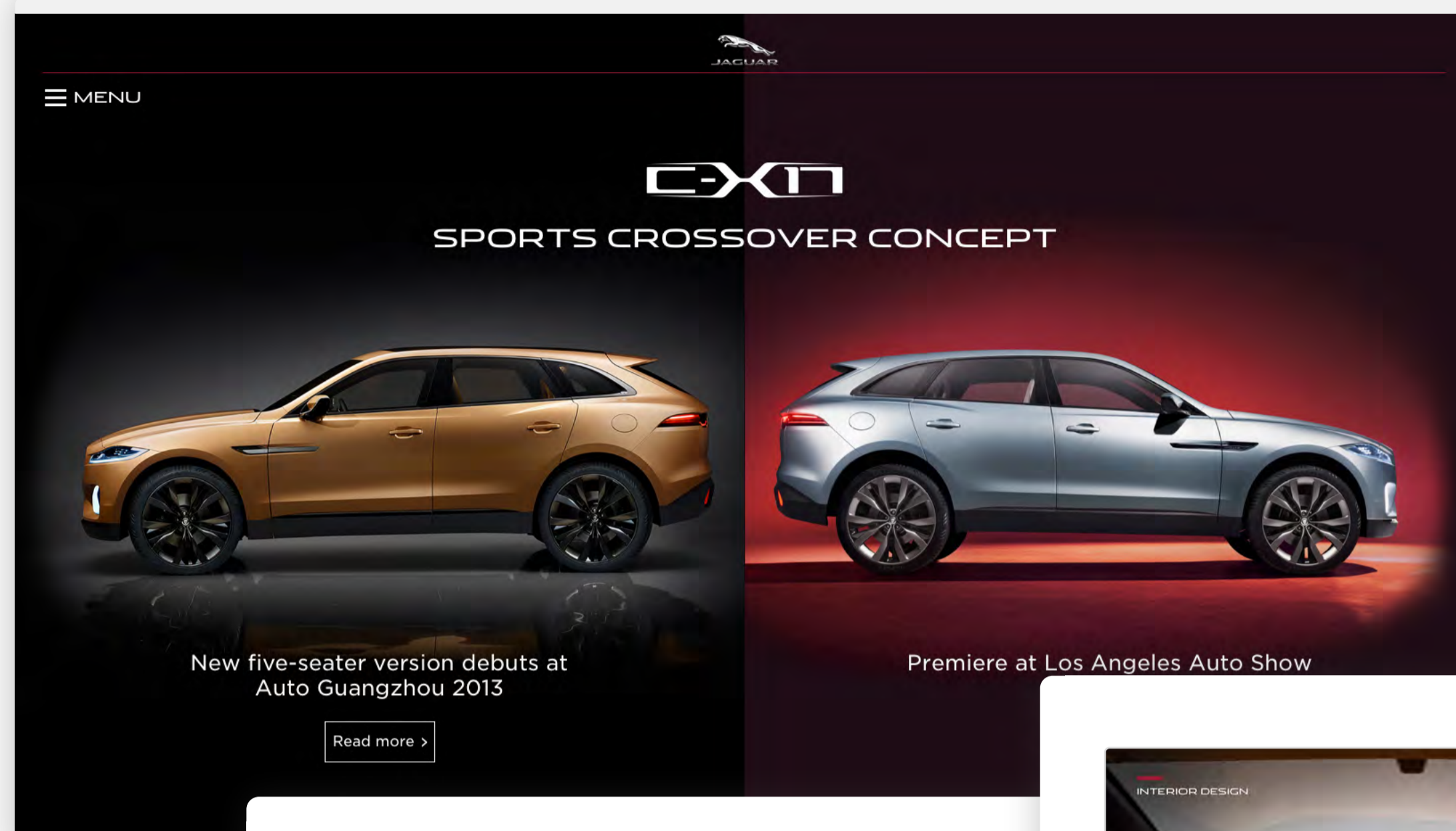
With one tool an agency can create, track, collaborate and manage estimates with a few clicks. No need for e-mails or exel spreadsheets.



Wejo Rewards

Client: Wejo
 Agency: FP Creative
 Role: Digital Art Director

A driving app that gives you rewards from favourite brands as well as capturing your journeys, and giving you tips and hints to improve your driving.



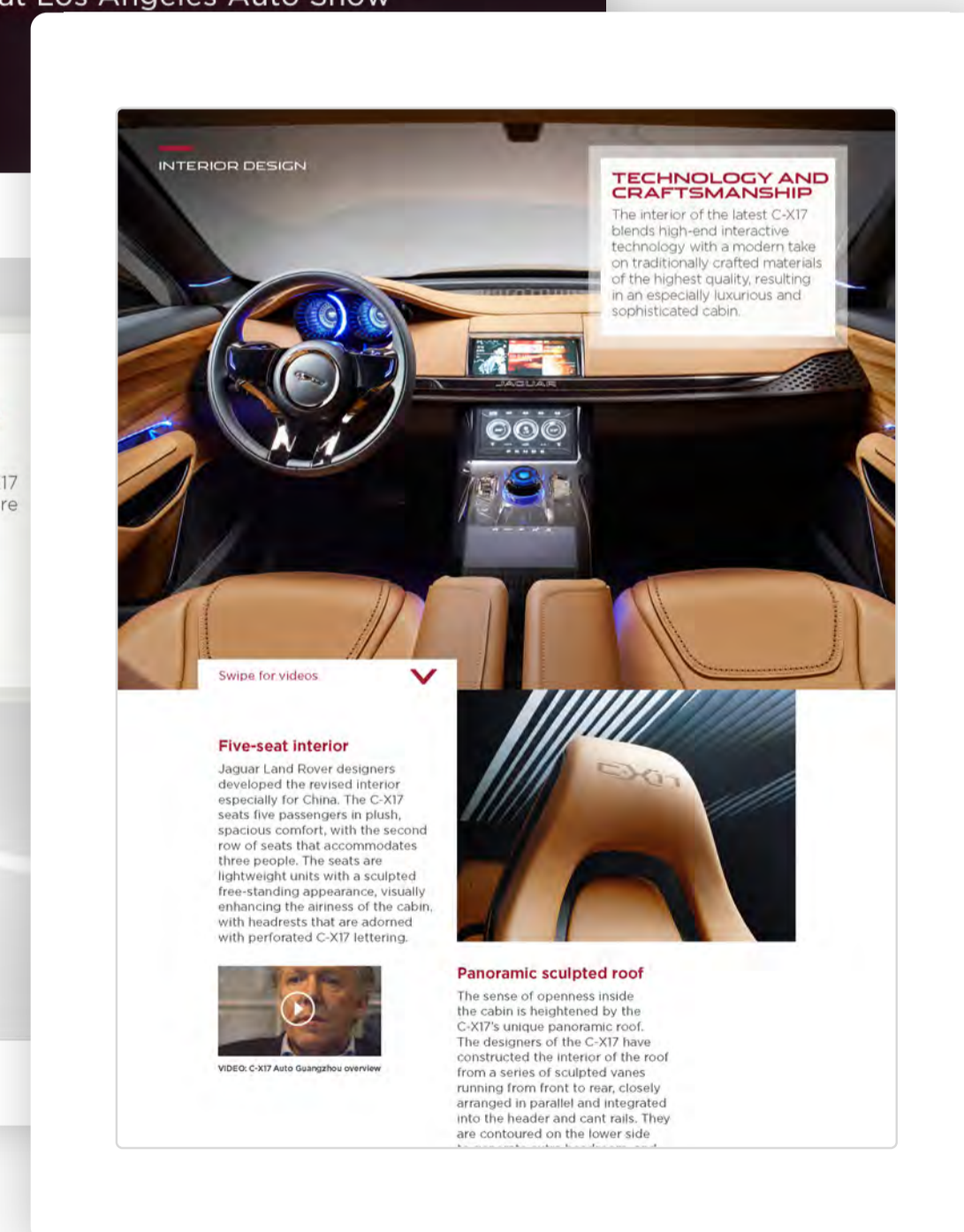
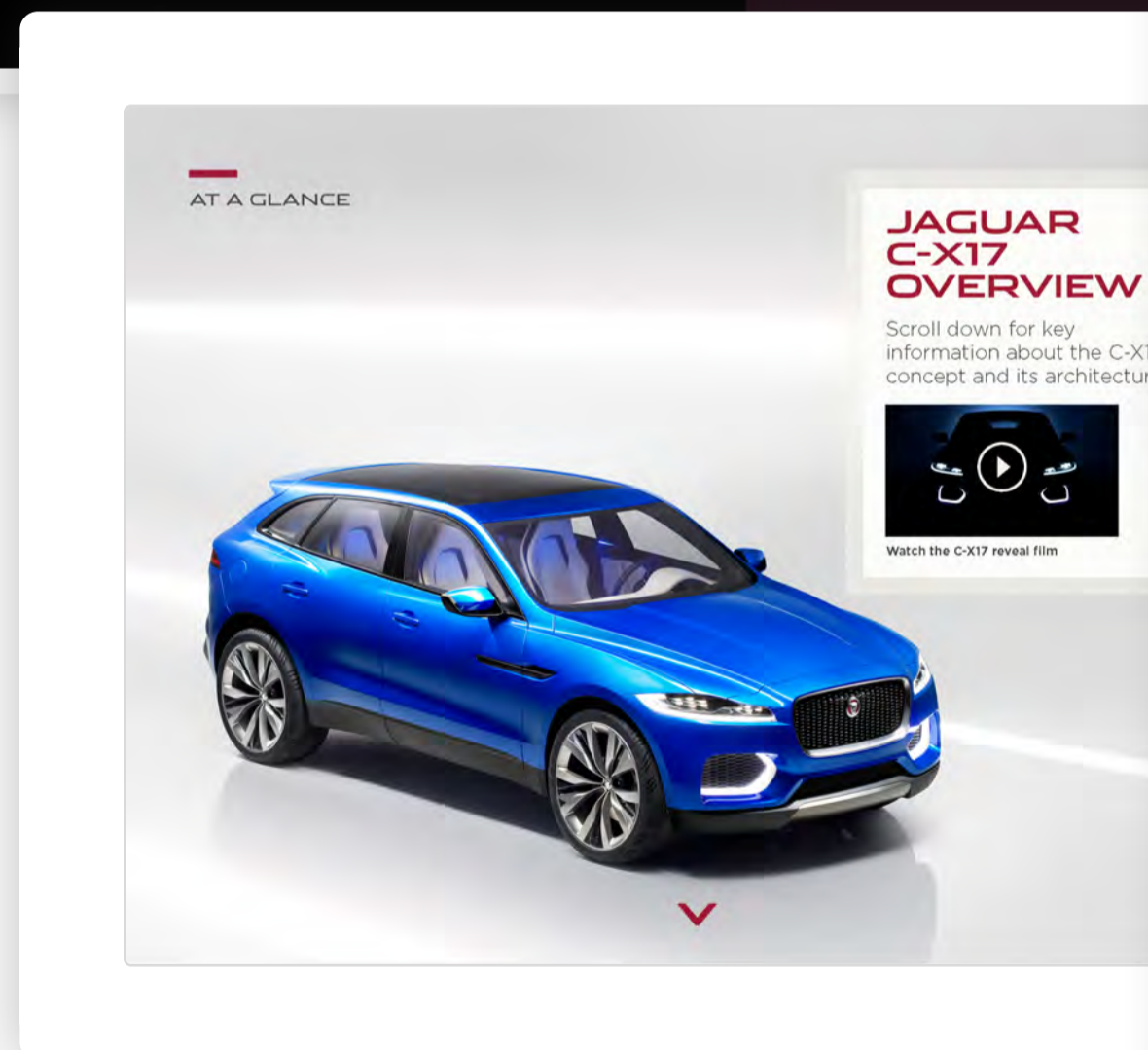
Jaguar C-X17 Launch

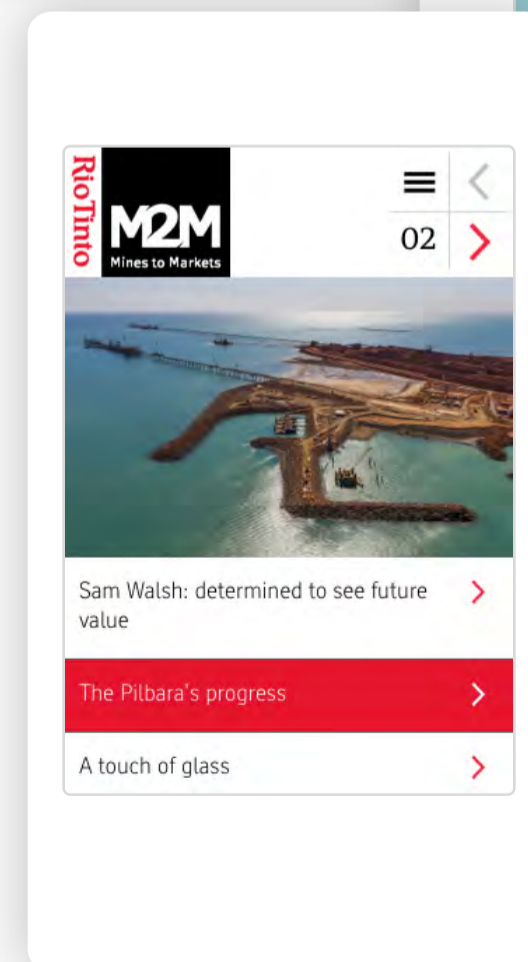
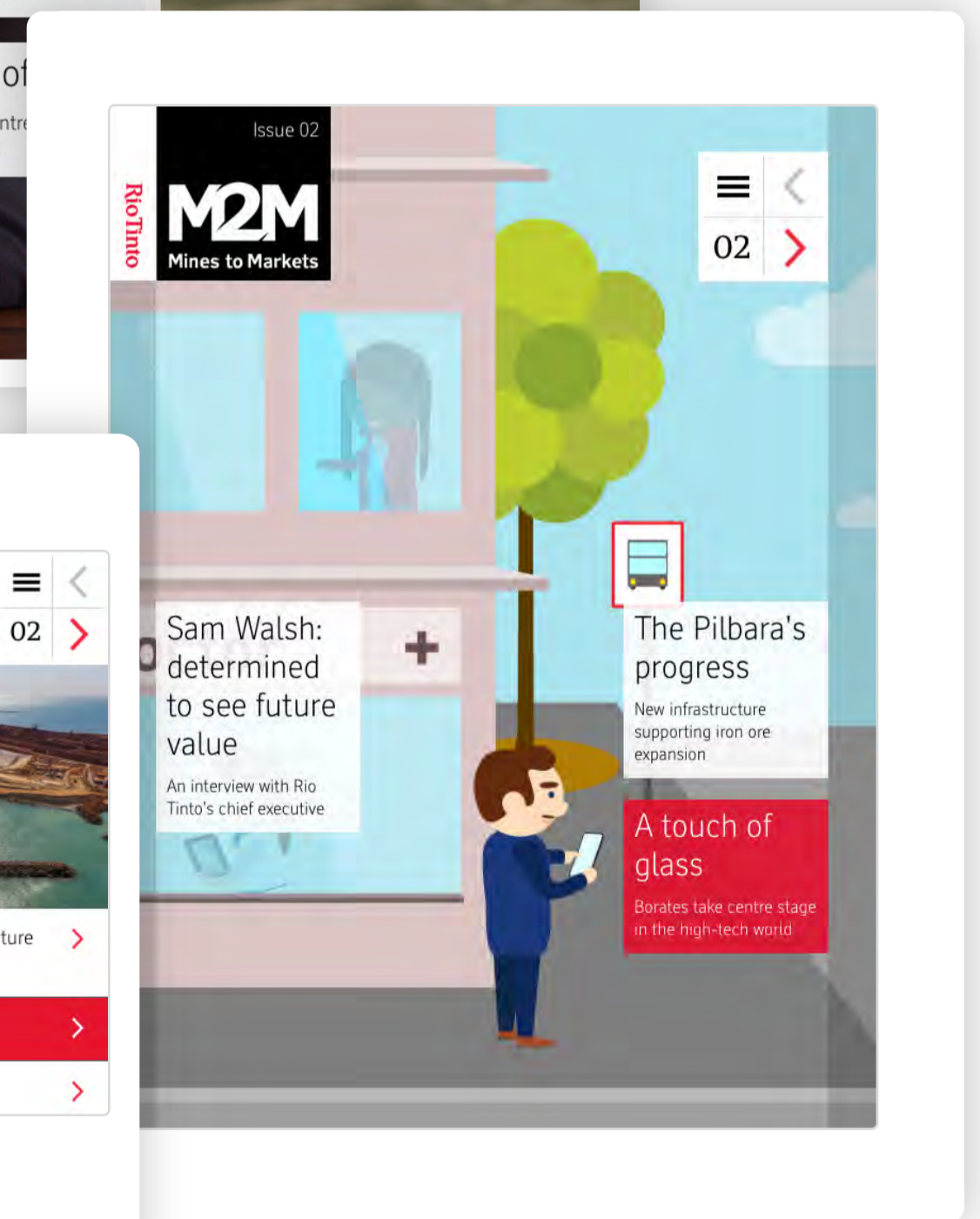
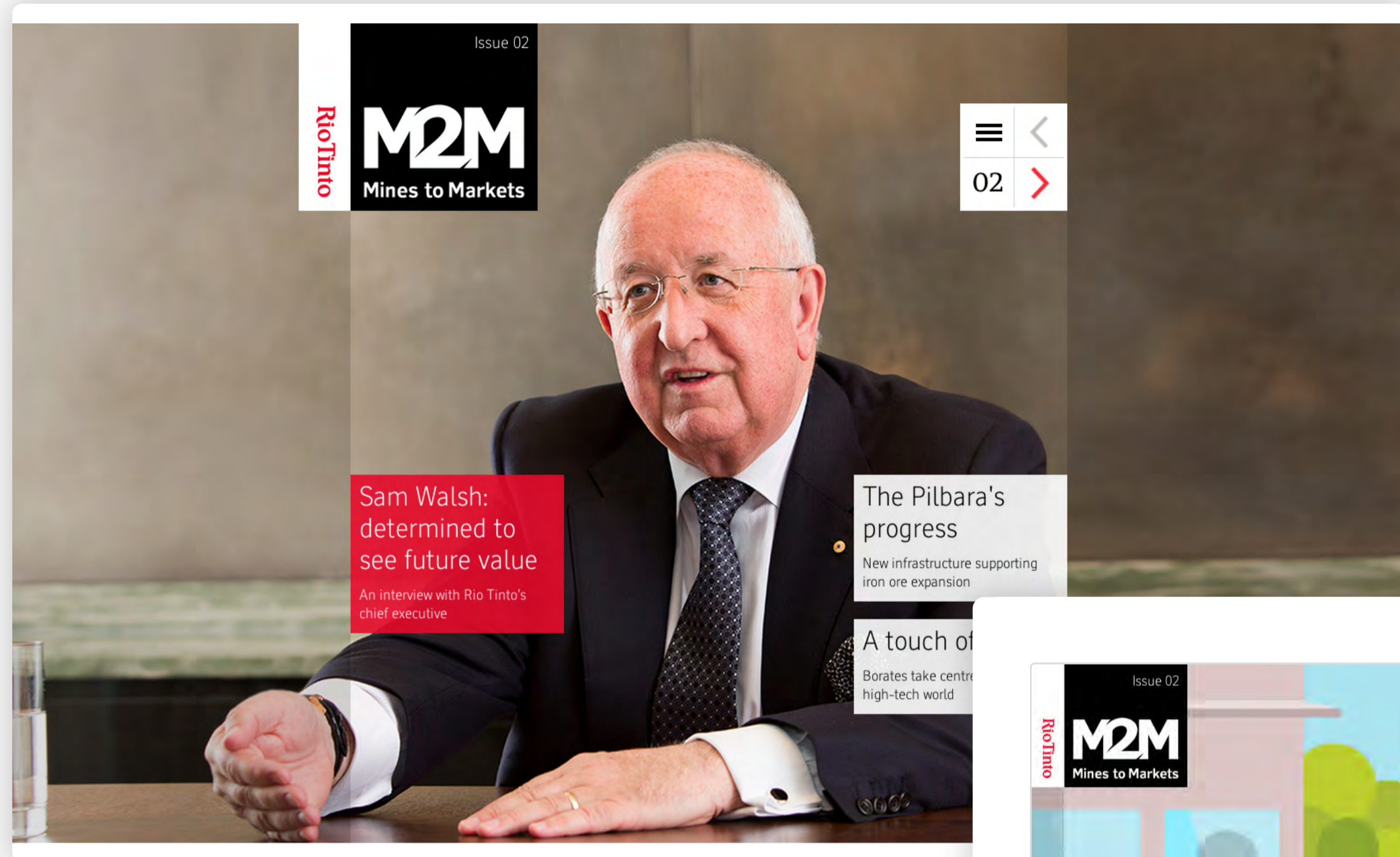
Client: Jaguar

Agency: FP Creative

Role: Digital Art Director

Creative strategy and design of site and app for the launch of the Jaguar C-X17 Sports Crossover Concept.





Mines to markets

Client: Rio Tinto

Agency: FP Creative

Role: Digital Art Director

Design and Art direction of an online magazine aimed at share holders and stakeholders.

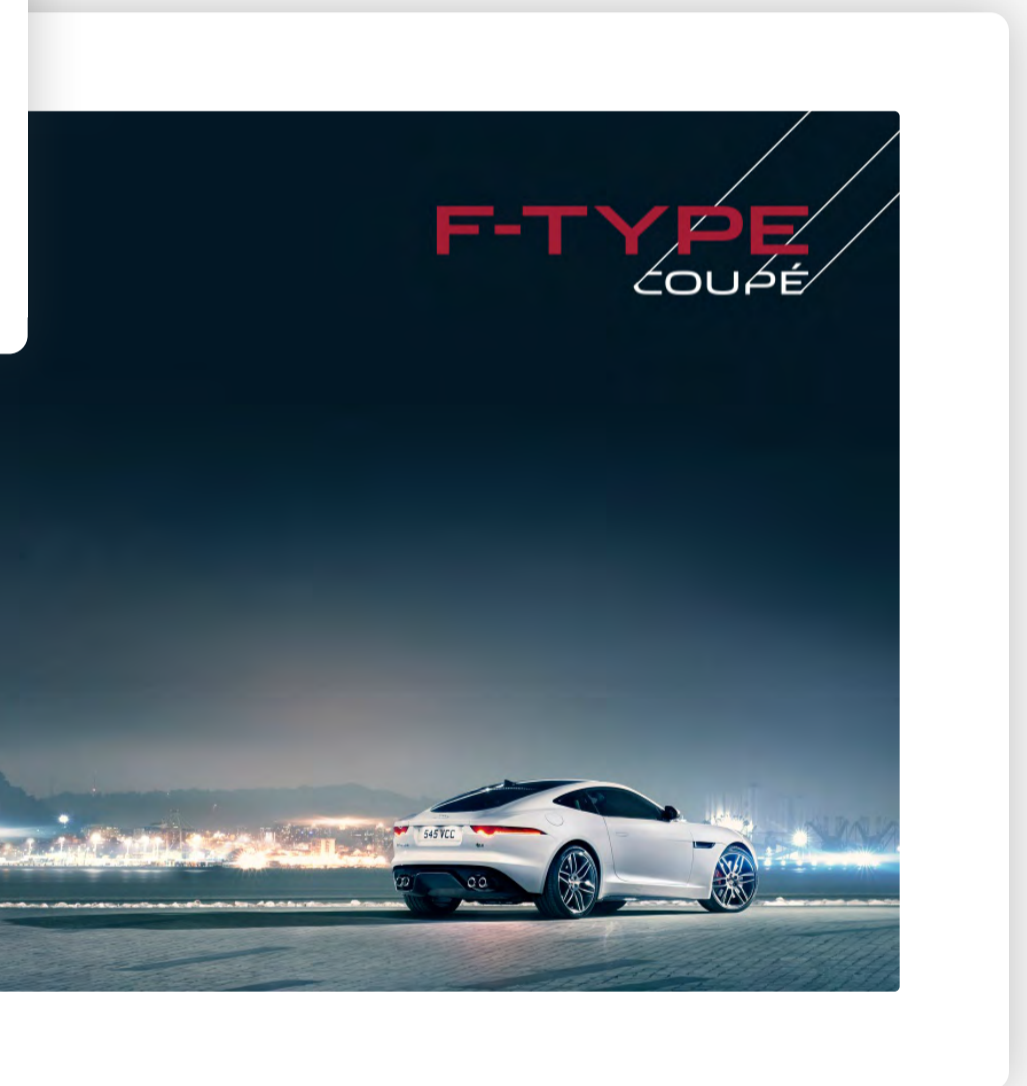
Jaguar F-Type Launch

Client: Jaguar

Agency: FP Creative

Role: Digital Art Director

An app used at the launch of the Jaguar F-Type and at test drive events for journalists

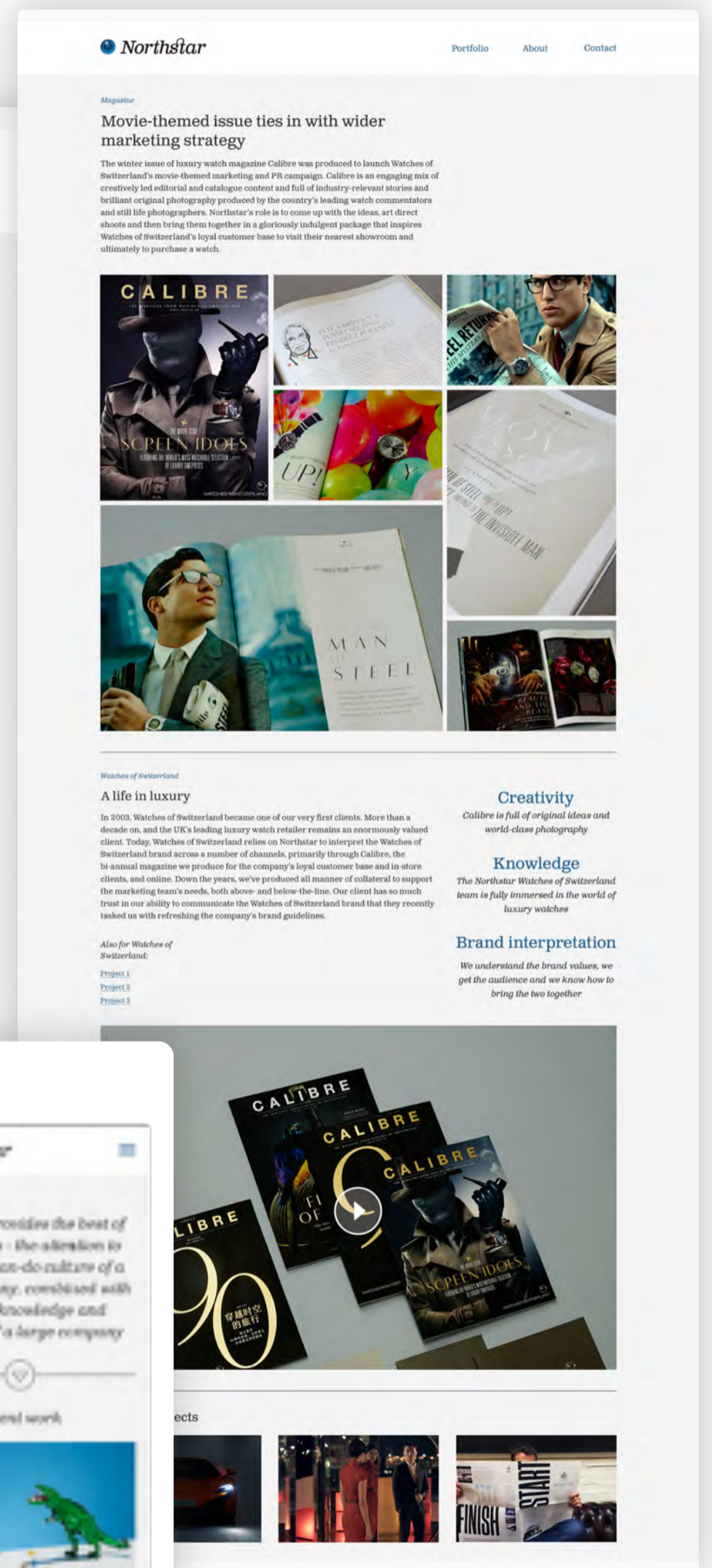
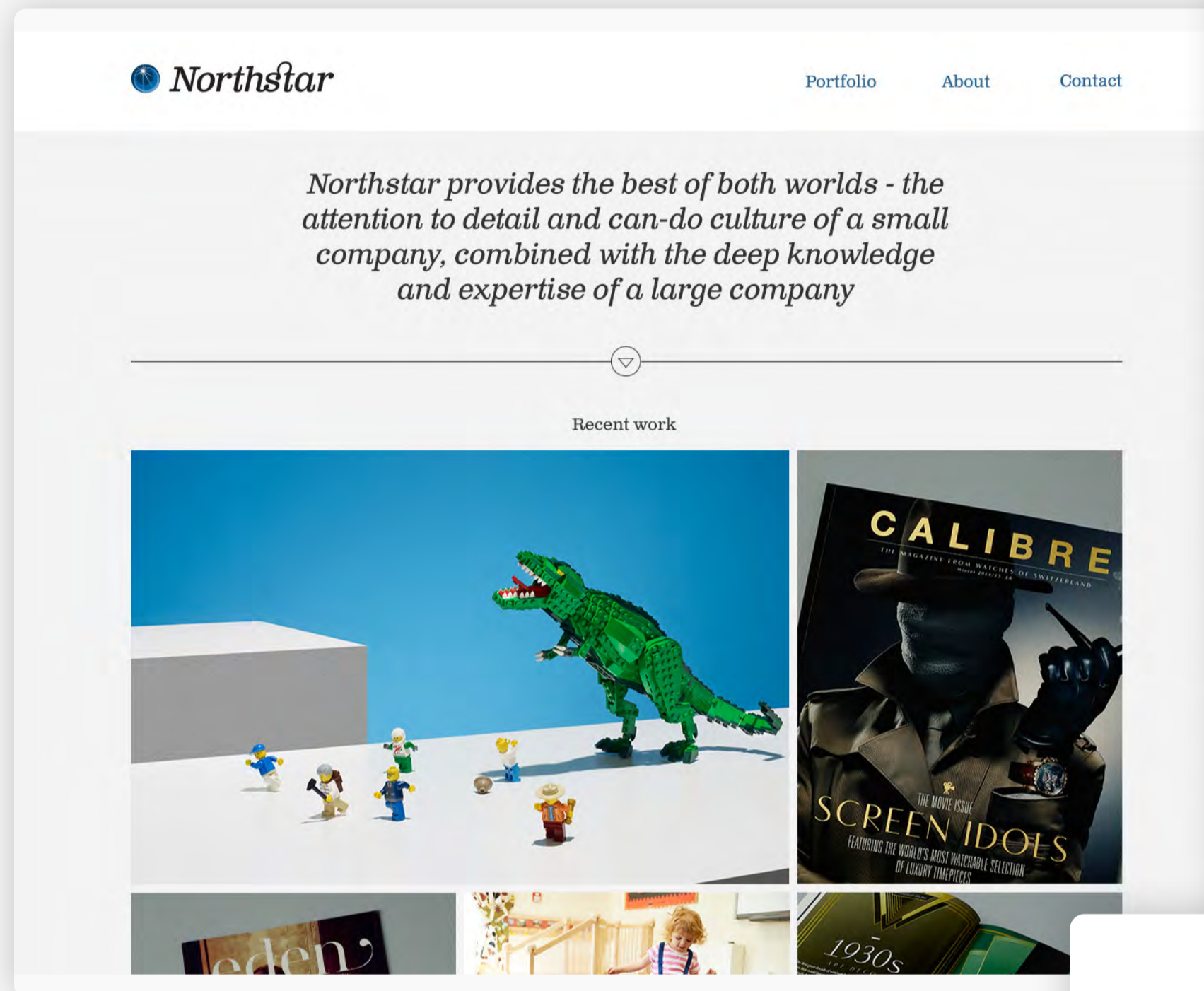


Northstar Website

Client: Northstar

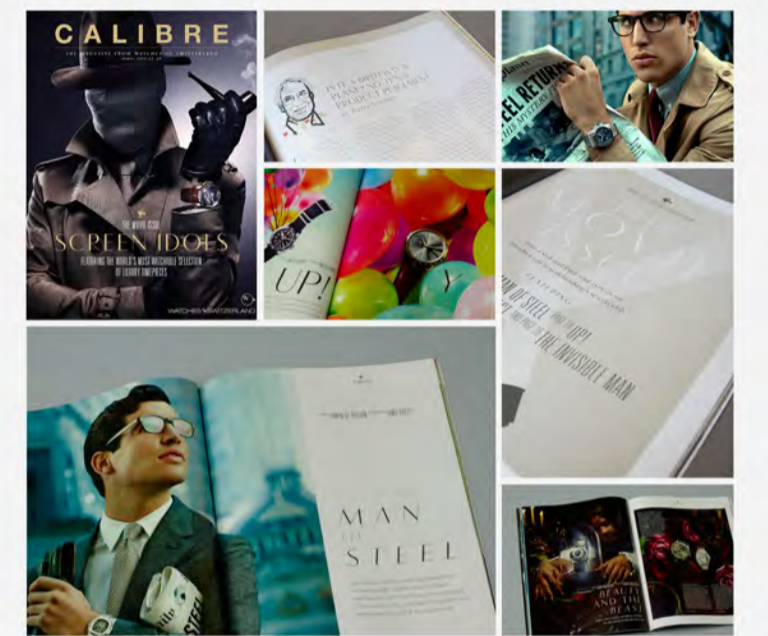
Role: UX, Art Direction & UI

Worked closely with stakeholders at Northstar to define and align business goals with a functional design for their new site.



Magazine Movie-themed issue ties in with wider marketing strategy

The winter issue of luxury watch magazine Calibre was produced to launch Watches of Switzerland's movie-themed marketing and PR campaign. Calibre is an engaging mix of creatively led editorial and catalogue content and full of industry-relevant stories and brilliant original photography produced by the country's leading watch commentators and still life photographers. Northstar's role is to come up with the ideas, art direct shoots and then bring them together in a gloriously indulgent package that inspires Watches of Switzerland's loyal customer base to visit their nearest showroom and ultimately to purchase a watch.



Watches of Switzerland

A life in luxury

In 2003, Watches of Switzerland became one of our very first clients. More than a decade on, and the UK's leading luxury watch retailer remains an enormously valued client. Today, Watches of Switzerland relies on Northstar to interpret the Watches of Switzerland brand across a number of channels, primarily through Calibre, the bi-annual magazine we produce for the company's loyal customer base and in-store clients, and online. Down the years, we've produced all manner of collateral to support the marketing team's needs, both above- and below-the-line. Our client has so much trust in our ability to communicate the Watches of Switzerland brand that they recently tasked us with refreshing the company's brand guidelines.

Also for Watches of Switzerland:

- Project 1
- Project 2
- Project 3

Creativity

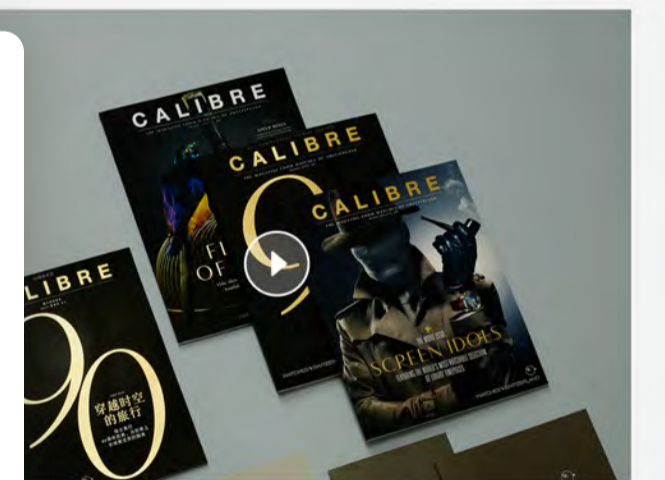
Calibre is full of original ideas and world-class photography

Knowledge

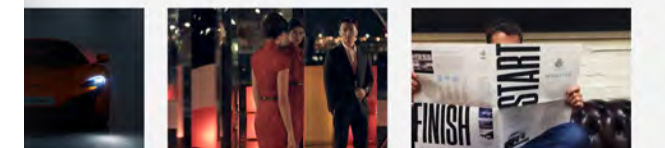
The Northstar Watches of Switzerland team is fully immersed in the world of luxury watches

Brand interpretation

We understand the brand values, we get the audience and we know how to bring the two together



Projects



Contact

To talk about a project or brief, an open position,
or to simply get in touch, please call or email on:

hei@asgerbruun.com

+44 (0) 798 4860 366

asgerbruun.com

Selected Clients

Bang & Olufsen

Channel 4

Ferrari

Jaguar

English Heritage

John Lewis

Land Rover

Ikea

Maserati

Mazda

PaymentSense

Orange

Royal Mail

Rio Tinto

Scope

Swarovski

Tank Magazine

Tate Britain

Virgin

Volkswagen

Young Global Leaders

Wejo

World Economic Forum

Zoot Magazine