

HI!

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I AM AARON PRONGER

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**APRONGER DESIGNS**

Graphic & Web Designer

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U.S. DEPARTMENT OF COMMERCE

Applied Learning Technology Division

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M. H. D. 'I. D. 'O. I.'

© 1999 Blackwell Science Ltd *Journal of Internal Medicine* 245: 105–112

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A decorative graphic consisting of a grid of dots. The dots are arranged in 10 rows and 10 columns. The dots are colored in two shades: teal and grey. The teal dots are concentrated in the left half of the grid, while the grey dots are concentrated in the right half. The dots are arranged in a pattern that suggests a gradient or a transition from teal to grey.

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## Graphic Designer

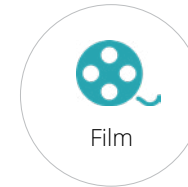
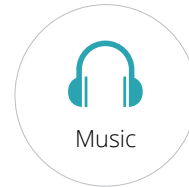
## Further Reading

### Operative Load

### Justin O'Connell's Biography

Quercus Quercus

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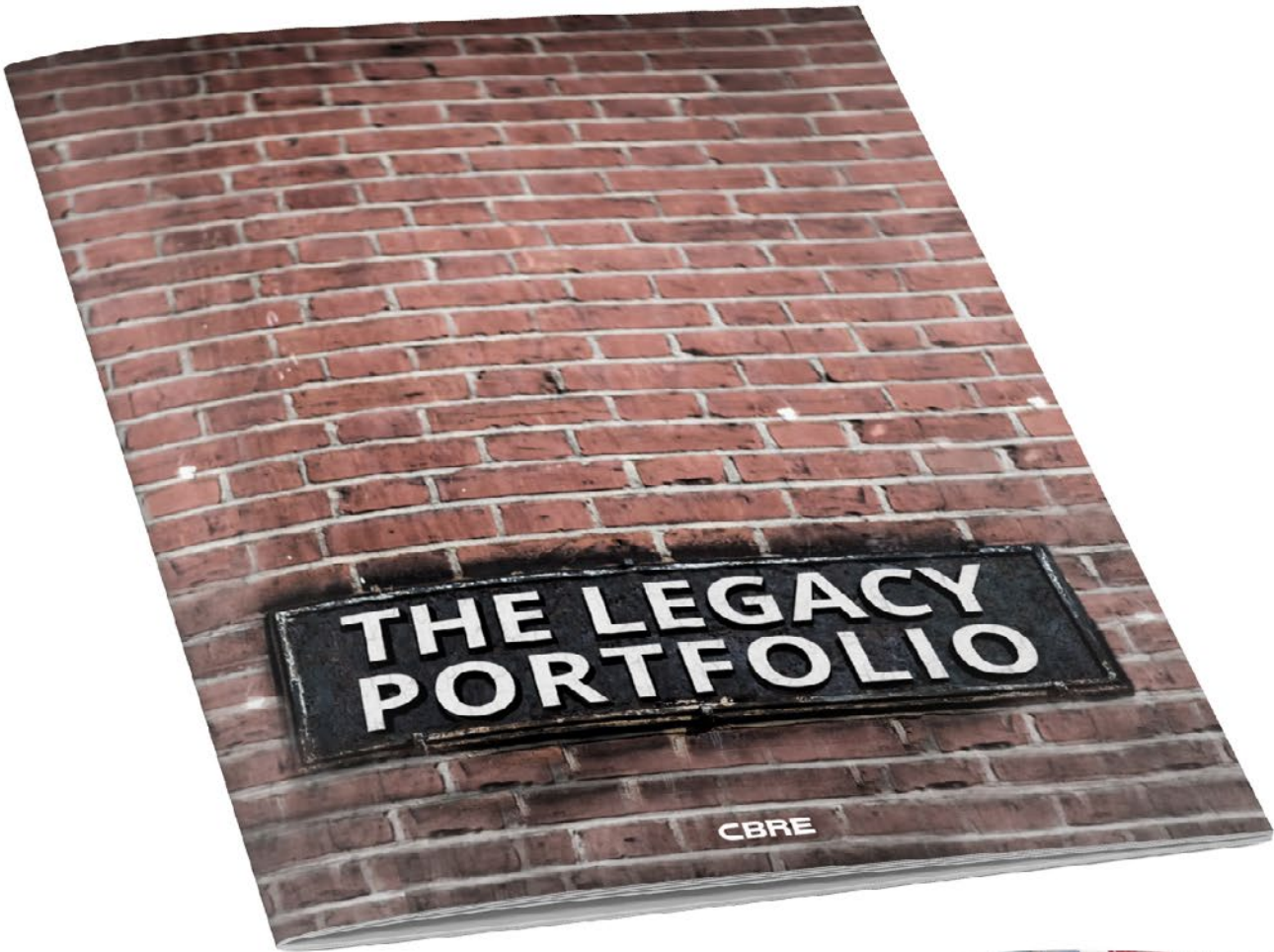


# 01

## BROCHURE SELECTION

Small selection of print concepts for property clients during my time at Roar Image, which was the bulk of my work. Numerous concepts were created for each property with a wide array of styles being produced. The final products ranged from luxury print brochures to simple PDF brochures.

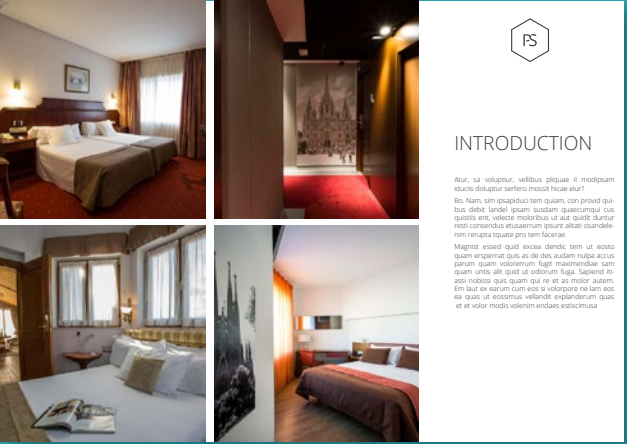
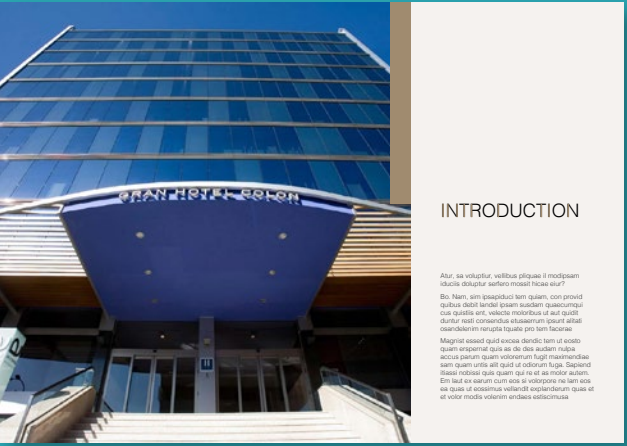
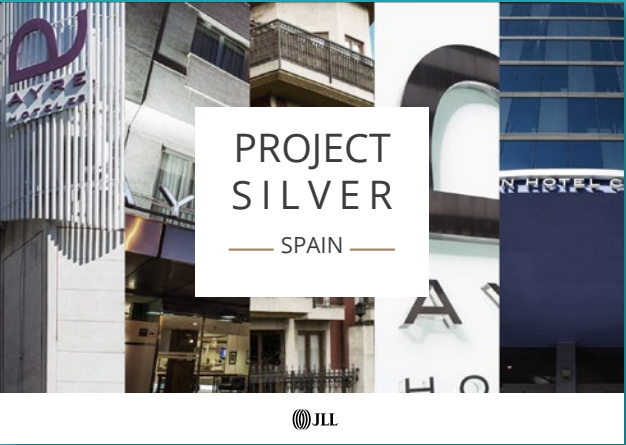
Property names and imagery have been changed due to on going NDA's.



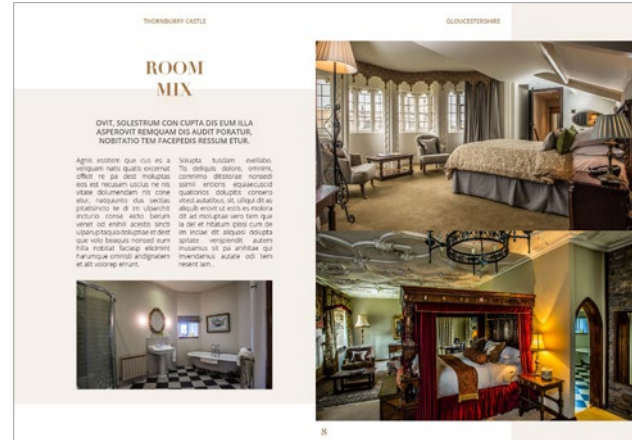














# 02

## THE AUTISM SHOW

The Autism Show's original website had a number of structural issues, which did not lend them selves to a good user experience. While the site had been ok to use when the show initially started, it had since expanded into three separate venues. Given the unique chance of a structural overhaul, I had to make things right. On the newly designed site the user is greeted with an initial splash page, which is linked to the three separate internal sites. Each site is also colour coded to match each show's unique design, making for greatly improved user experience. No longer will the user need to decipher pages and pages of content just to figure out one venue's details.









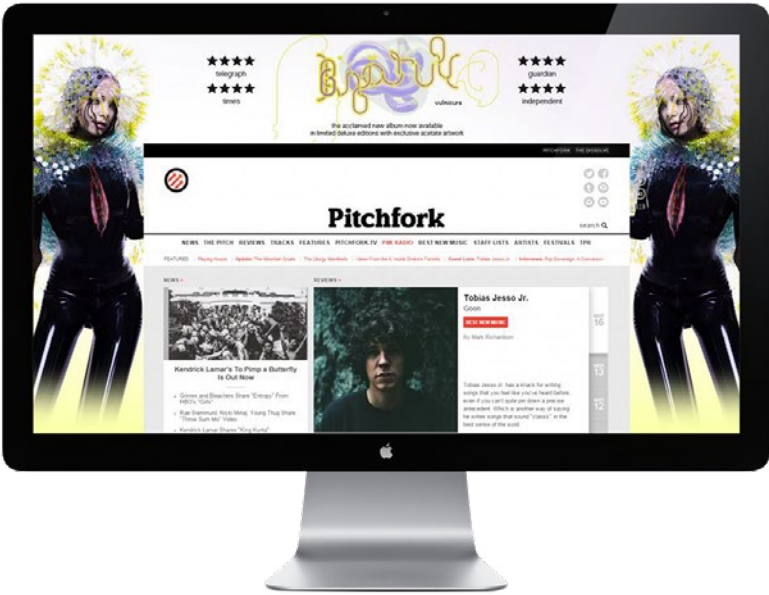
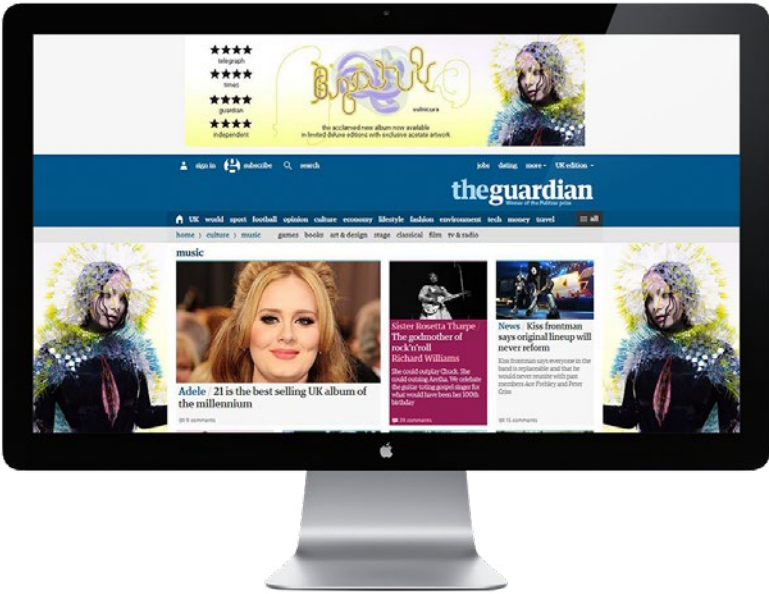
# 03

## BJORK VULNICURA

I was approached by One Little Indian Records and given the task of creating all of the digital assets required to promote Bjork's "Vulnicura" album release, from digital web banners to motion graphic billboards and posters. It was crucial to keep the styling and design of these assets within Bjork's album art, as well as her specific design tastes – one of them being her dislike of capital letters. All of the assets were created on schedule with ample time for amendments, even the motion graphic banners, which were a one day's notice urgent job. These digital web assets were shown on Pitchfork and The Guardian, while the motion graphic billboards were shown in locations across the UK.



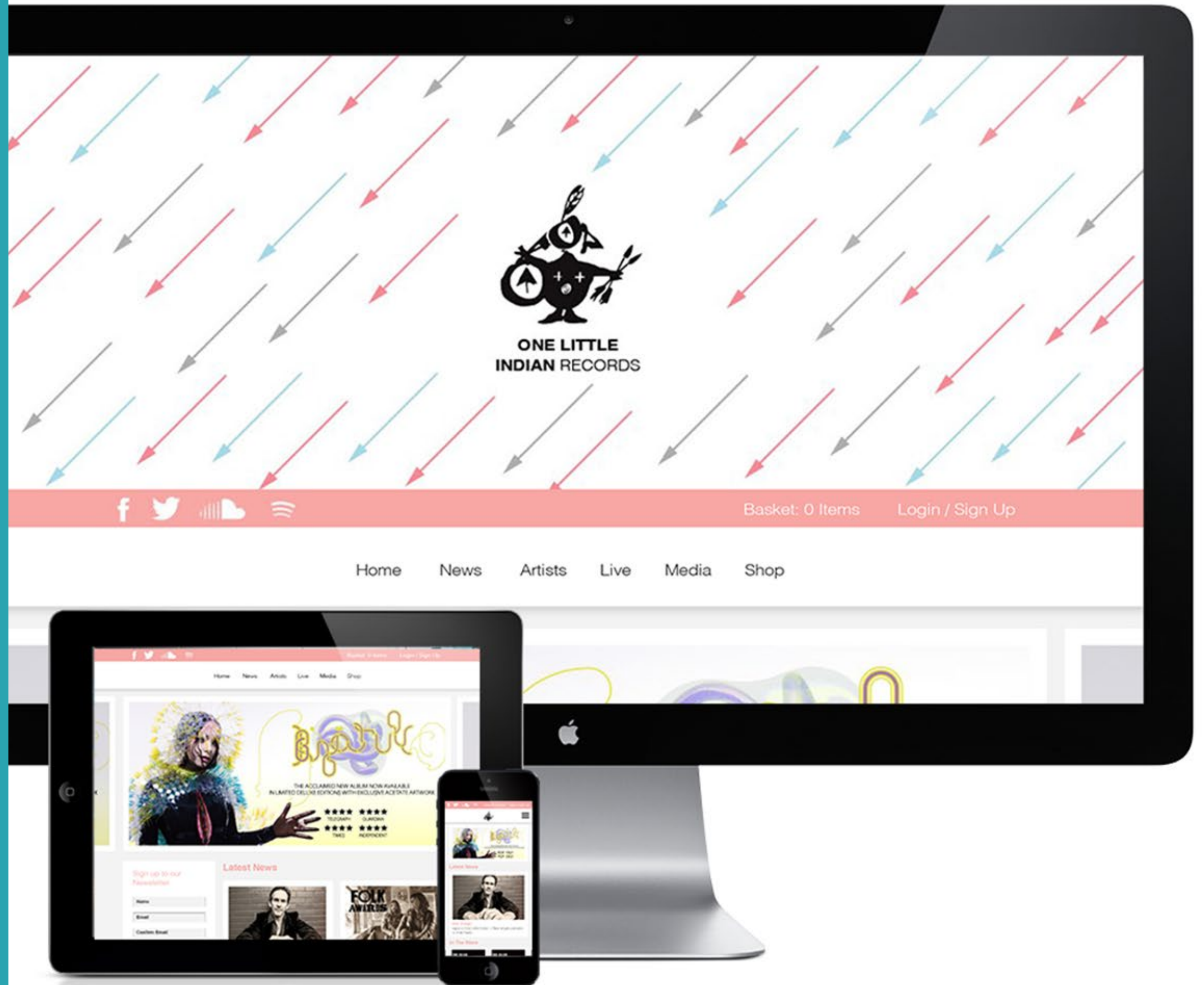




# 04

## ONE LITTLE INDIAN

Following the success of Bjork's album release, One Little Indian decided it was time for a facelift of their own and I had the pleasure of being chosen for this redesign. Their original site was outdated and lacked the necessary design and functionality conducive to a great user experience. A complete restructure of the site's content, all the way through to the checkout system, was needed to achieve this, ensuring the site had a great user experience to fully optimise sales for One Little Indian.







Home News Artists Live Media Shop



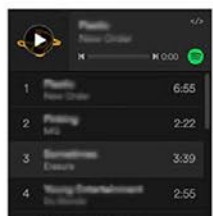
Sign up to our Newsletter

Name  
Email  
Confirm Email

Sign Up

Latest Tweets

19 Feb @olirecords  
WATCH: @jesse\_malin's performance of Turn Up The Mains at @bbcoquaysessions with @edibow is live online now! bbc.in/2162XLS



## Latest News



**Don Dilego**  
signs to One Little Indian + New single premiere on Folk Radio



**Marry Waterson**  
nominated for the BBC 2's 2016 Folk Awards



**Wild Palms**  
Official Temper Gold music video premier on the 405



**Björk**  
nominated for International Female Solo Artist at Brit Award

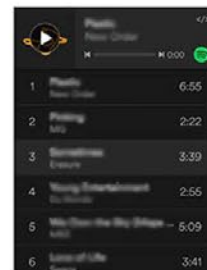
## In The Store



Sign Up

Latest Tweets

19 Feb @olirecords  
WATCH: @jesse\_malin's performance of Turn Up The Mains at @bbcoquaysessions with @edibow is live online now! bbc.in/2162XLS



## Live Dates

Björk 30 April [Info](#)  
Björk 30 April [Info](#)  
Björk 30 April [Info](#)  
[+ More live dates](#)

**Don Dilego**  
signs to One Little Indian + New single premiere on Folk Radio



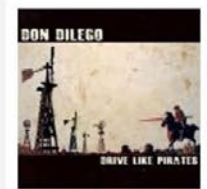
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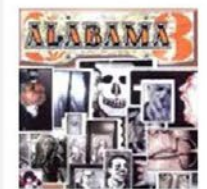


**Björk**  
nominated for International Female Solo Artist at Brit Award

## In The Store



**Don Dilego**  
Drive Like Pirates (10" Vinyl)



**Alabama 3**  
Exile On Coldharbour Lane



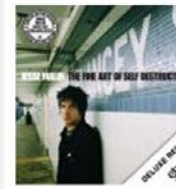
**Jesse Malin**  
Hardcore Feeling EP II (10" Vinyl)



**Björk**  
Wanderlust (12" Vinyl/CD/DVD Set)



**Marc Carroll**  
In Silence (Album)



**Jesse Malin**  
The Fine Art Of Self Destruction (Deluxe...)

## Recent Videos



**Björk**  
Mouth Mantra



**Fox Trott**  
Shaky Hands

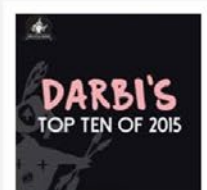


**Samaris**  
Nott (One for the girls)

## Playlists & Podcasts



**JT's**  
Top 10 of 2015



**Darbi's**  
Top 10 of 2015



**Sam's**  
Top 10 of 2015



One Little Indian Records © About Us Your Demo Contact Us Privacy Policy Terms of Use



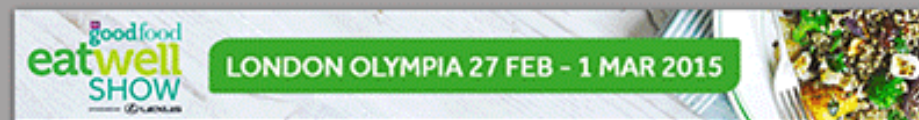
# 05

## BBC GOOD FOOD SHOW

When digital advertising is mentioned, the majority of us will automatically think of GIF banners. Not so for the BBC Good Food Show! Rich Media banners were used in the campaign leading up to the Eat Well Show. This allowed us to create a more engaging ad for the audience, enabling more information to be included in the advertising. The design of these banners were linked very closely to the current branding of the show, a key factor for this effective campaign.









# 06

## LONDON BRIDGE EXPERIENCE

With The London Bridge Experience being such a notable London attraction, it was important we kept their advertising creative as fresh as we possibly could. Whilst working agency-side, I had the opportunity to help develop new designs for their print advertising. A key element that had to be made clear was The London Bridge Experience's unique two-part tour, one part educational and one part horror. This was where the images of Dr Jekyll and the Demon came together, giving visual reference to this unique two-part attraction.









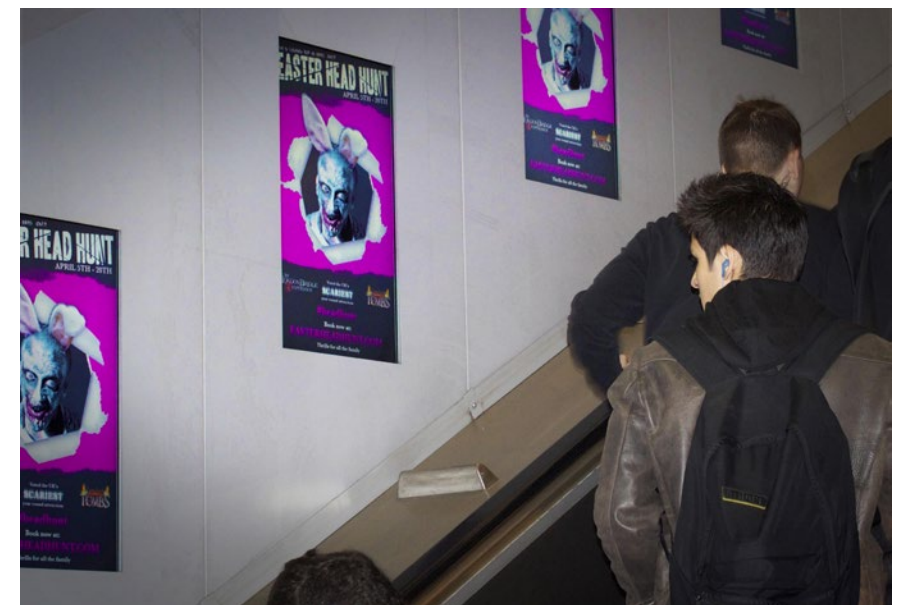
# 07

## EASTER HEAD HUNT

I had the opportunity to help develop new creative and re-brand the Easter Head Hunt event, from initial concept ideas, all the way through to final artwork. Once the initial creative had been finalised, I was given the task to create all the campaign's assets, which included press ads; landing page, DEPs (Digital escalator panels), Taxi and train barrier advertising. The rebrand and campaign was ultimately a success, with Easter Head Hunt being one of The London Bridge Experience's most successful events.









# 08

## SELECTION OF OOH ADVERTISING

I have been involved in a number of OOH advertising campaigns, a small selection of which are included here.





# 09

## SELECTION OF BRANDING

I have created numerous branding concepts for a wide range of companies, examples of which I have included here.





# THANKS!

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BASED ON THE WORK I'VE SHOWCASED  
FOR YOU TODAY, IF YOU THINK I COULD HELP  
BENEFIT YOUR BUSINESS, LETS TALK!

**HIRE ME!**

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