

I AM AARON PRONGER





APRONGER DESIGNS

Graphic & Web Designer

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PERSONAL STATEMENT

I'm a 29 year old Designer currently based in Leatherhead. I love just about everything to do with Web design & development, Graphic design, Packaging and Industrial design. I have 5 years of experience working within a studio environment and have also gained significant experience as a freelancer. During this time I have been involved in a diverse range of design projects.

I am a positive and results driven designer who can produce designs to meet specific creative and technical specifications, in addition to contributing my own unique, original ideas. My organisation, communication and high self-motivation lend themselves well to being a good team player with plenty of enthusiasm to learn further skills and meet new challenges.

I pride myself on the attention to detail given to every aspect of all projects. I love working with people, especially if they have the same passion I have for what they do.

Why don't we work together? Read on to see why I am the man you need to hire!

PERSONALACHIEVEMENTS

Startup of my own handmade leather goods company - Hide and Haunch, 2017

Awarded runner up prize for "Most Health Beneficial Product" in the module Final Year Design Project - Product Design, University of Sussex, 2013

Awarded "Most Innovative Toy Design" in the module Toy and Game Design - Product Design - University of Sussex, 2012

Awarded "Most Organised Group" in the module Design Integration, Product Design - University of Sussex, 2012

EDUCATION

September 2009 - July 2013: University of Sussex, Product Design BSc

April 2008 - July 2008: Army Logistics Training Institute, Singapore Diploma in Logistics, Supply Supervisors Course ITE

September 2003 - July 2007: Tanglin Trust School, Singapore

A-Levels Maths, Physics and Business Studies

GCSE

9 subjects at A-C including English, Maths, Double Science and Art

SKILLS

COMPUTER

Adobe Photoshop Adobe Illustrator Adobe Indesign Adobe Muse Adobe After Effects Adobe Premier Pro Adobe Lightroom HTML & CSS 3DS Max

KNOWLEDGE

Grid & Layout, Good sense of typography, Theory of colour, Image retouching and editing, Web usability, User interface, User experience, Reprographics, Print management, Wordpress.







WORK EXPERIENCE

June 2016 - Present

Graphic Designer Roar Image

June 2015 - Present

Freelance Designer Clients included - LLX GBS, Cult LDN, One Little Indian & Trinity Mirror Digital Recruitment

June 2014 - June 2015 Creative Lead Media With Impact, London

February 2014 - June 2014

Junior Graphic Designer Media With Impact, London

October 2007 - August 2009

Company Quartermaster Singapore Army, National Service

HOBBIES AND INTERESTS

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.

BROCHURE

SELECTION

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











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INTRODUCTION

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INTRODUCTION



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THE HISTORY

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INVESTMENT HIGHLIGHTS



ROOM MIX









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 exeperience. 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.











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 "Vulnicure" 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.















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.











Wanderlust (12" Vinyl/CD/DVD Set)

Recent Videos



Playlists & Podcasts









Bjork nominated for International Female Solo Artist at Brit Award



Alabama 3 Exile On Coldharbour Lane



Marc Carroll In Silence (Album)



Hardcore Feeling EP II (10" Vinyl)



The Fine Art Of Self Destruction (Deluxe.



Fox Trott Shaky Hands



Nott (One for the girls)





Top 10 of 2015



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.











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.











SELECTION OF OOH ADVERTISING

I have been involved in a number of OOH which are included here.







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SELECTION OF BRANDING

which I have included here.









HIRE ME!

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

THANKS

