



Sascha Brouer

Graphic & digital designer

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01.

My profile



Age: 28 years old

Interests: Languages, psychology, fitness, wrestling, design & branding

Hobbies: Gym, drawing & painting, writing, watching wrestling & YouTube

IETLS for UKVI: CEFR level B2

Sascha Brouer

EXPERIENCE

2021-2023

**STUDENT IN
GRAPHIC DESIGN**

VIEGAND MAAGØE

Green transition and sustainability consultancy. I worked closely with journalists, project managers and fellow designers. I was primarily tasked with doing motion graphics and later developed a website as part of my bachelor project.

2023-now

GRAPHIC DESIGNER

IMERCO

I work as an in-house graphic designer at Imerco, one of Denmark's largest retail chains with 165 stores nationwide. I'm part of a small design team working closely with marketing strategists, specialists and coordinators. I do national newsletters, printed newspaper ads, alongside a wide range of ad-hoc design tasks across digital and print.

2024-now

**FREELANCE
GRAPHIC DESIGNER**

BROUER DESIGNS

Alongside my full-time role, I have built my own freelance design business. I design websites, branding and visual content, and I developed my own portfolio and business website from scratch.



COMPETENCIES

1. Visual communication
2. Marketing awareness
3. Cross-disciplinary communication
4. Problem solving
5. Structured & system thinking

SKILLS

1. Layout & composition
2. Digital campaign assets (SoMe, email, print)
3. Web design
4. Photo editing (Photoshop)
5. Motion design (After Effects)
6. Frontend basics (HTML, CSS, JS)

EDUCATION

2019-2021

Multimedia Design (Academy Profession Degree) Copenhagen School of Design & Technology

A hands-on Academy Profession Degree with a focus on frontend development (HTML, CSS, JS), alongside graphic design theory, project management, and marketing principles. It built the foundation for my technical and creative approach.

2021-2023

Digital Concept Development (Top-up Bachelor's Degree) Copenhagen School of Design & Technology

Top-up Bachelor's Degree focused on branding, marketing, and user experience, with a stronger emphasis on strategy and concept development.



02.

My portfolio

1 brand 2 styles

Brand design

This **hypothetical** case explores how ScotRail's existing brand could be refined and tightened rather than redesigned. The project focuses on adapting design decisions to a UK public-service, demonstrating my ability to work outside Scandinavian design.

Brand: ScotRail (conceptual)

Focus: Brand refinement & systemisation

Skills: Layout • Print • Digital assets

Competencies: Marketing awareness • Visual communication • System thinking



PROCESS & RESULTS



Full case and brand guidelines
available on [my website!](#)

PROCESS

To refine ScotRail's brand, I analysed its existing communication across channels to understand both strengths and inconsistencies. This informed a set of guidelines developed through an iterative process, where ongoing observation and testing helped shape a more cohesive and structured visual system.

RESULTS

The guidelines were applied across print, digital, and interface design to demonstrate how a structured system can create consistency across formats. The two directions show how the brand can adapt while maintaining a clear and cohesive visual identity.

One app. Every journey.

Brand design & more

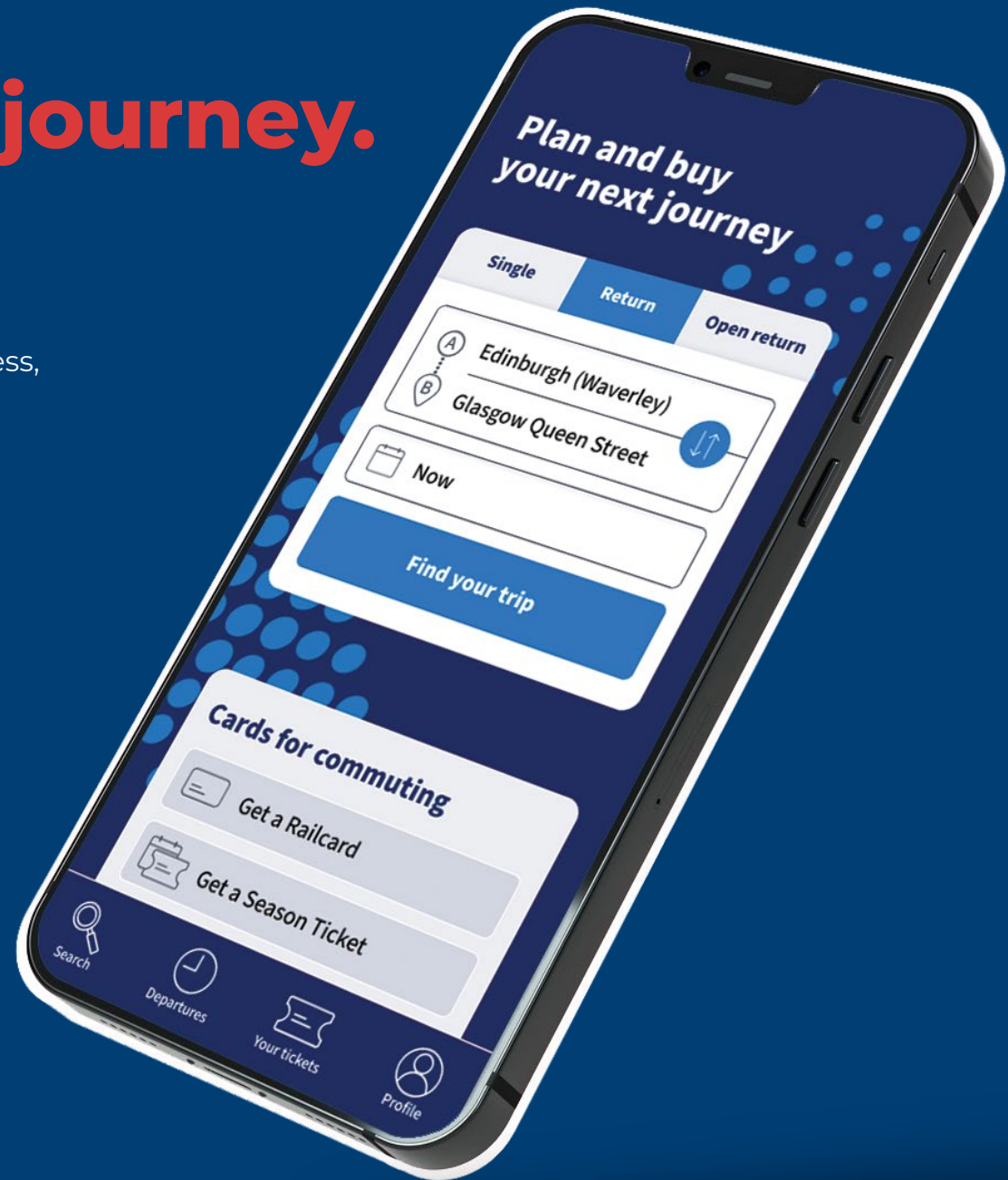
This **hypothetical** case explores how a campaign designed to support travellers through different stages of adoption could look like — from awareness, to reassurance, to confident everyday use — with each channel serving a specific role in the journey.

Brand: ScotRail (conceptual)

Focus: Multi-channel campaign system

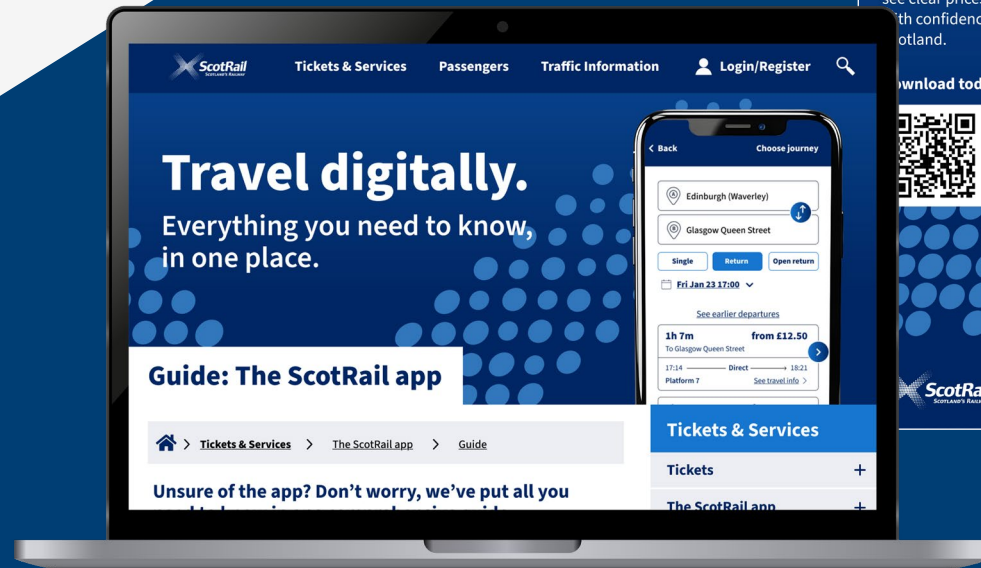
Skills: Layout • Campaign design • Print • Digital assets

Competencies: Marketing awareness
• Visual communication • User journey thinking



2

PROCESS & RESULTS



One app. Every journey.

Clear prices. No guesswork.

The ScotRail app makes it easy to buy digital tickets, see clear prices and travel with confidence across Scotland.

Download today

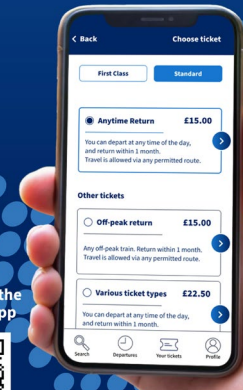
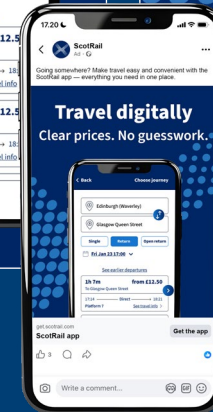
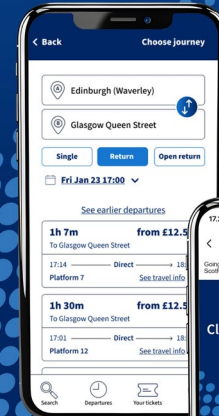


ScotRail
Scotland's Railways

Why travel digitally?

Avoid the guesswork.

Get clear visibility of ticket options and prices, so you can travel with peace of mind.



PROCESS

To address the shift towards the app, I defined the core challenge as low trust and clarity, with travellers perceiving digital solutions as high-risk. Analysing Denmark's "Rejsekort" as a comparable system informed the approach, highlighting gaps in their communication. These insights guided the development of a visually coherent, multi-channel campaign.

RESULTS

The campaign functions as a multi-channel system guiding travellers from awareness to confident everyday use. Each touchpoint plays a defined role, working together to reduce perceived risk, clarify pricing, and build trust in digital ticketing.

Full case and campaign presentation available on [my website!](#)

Portfolio to projects **in 4 weeks**

Web design & more

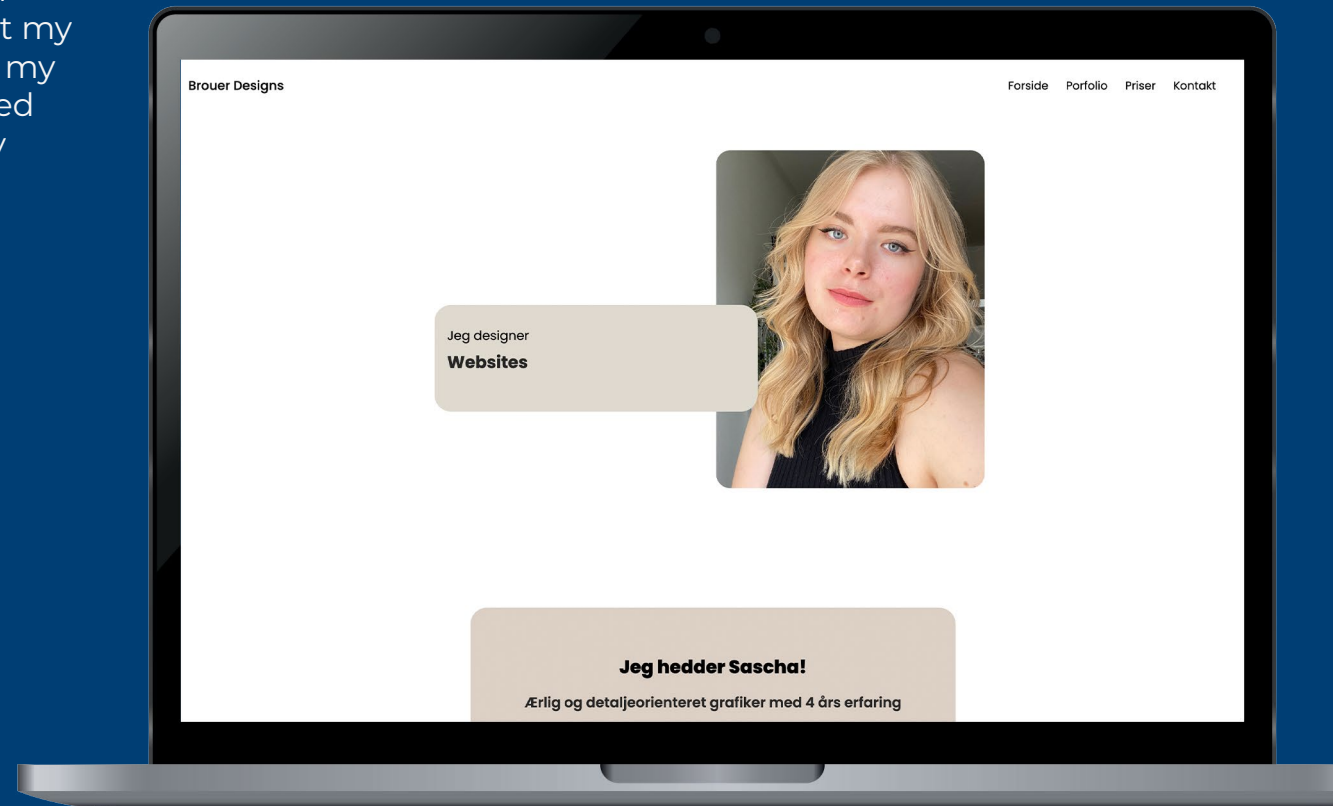
When I started building my own graphic design business, I created a portfolio website to present my work and reach potential clients. By combining my technical, marketing, and design skills, I designed and developed a responsive website that clearly communicates what I can offer.

Brand: Brouer Designs

Focus: Portfolio to launch business

Skills: Web design • Frontend • Layout • Digital assets

Competencies: Marketing awareness • Visual communication



[Visit my freelance website here](#)

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PROCESS & RESULTS



Full case available on [my website!](#)

PROCESS

The process began with exploring visual references to define the aesthetic and structure, followed by shaping the information architecture to ensure clarity and ease of use. Ideas were developed through sketches and refined in Figma, where visual direction and colour were tested before moving forward. The final website was built responsively using HTML, CSS, and JavaScript.

RESULTS

The website was built and launched within four weeks. Within the first 10 days, I secured two client projects through direct outreach and Upwork, using the website to present my work clearly and professionally.

This project demonstrates my ability to combine design, development, and strategy to create a platform that leads to real-world projects.

Imerco: 3 mini cases

Digital design & more

These three cases show how I work in practice—adapting to different formats, briefs, and constraints while maintaining clarity and effectiveness.

1. Christmas Calendar paid ad for SoMe
2. Launch newsletter
3. Newspaper ad for Ekstra Bladet

Think of Imerco as the Danish equivalent of Lakeland. Imerco opened its doors for the first time back in 1928, starting as a series of smaller hardware stores.

Today, Imerco is Denmark's leading retailer of kitchenware, tableware, gifts, and home décor — with 165 stores nationwide, 1.9 million ImercoPlus members, and a turnover of 1.69 billion DKK excl. VAT (≈ £197 million).



 **IMERCO**
appetit på livet

4



Presented in a mockup for portfolio context

1. Christmas Calendar paid ad for SoMe

PROCESS

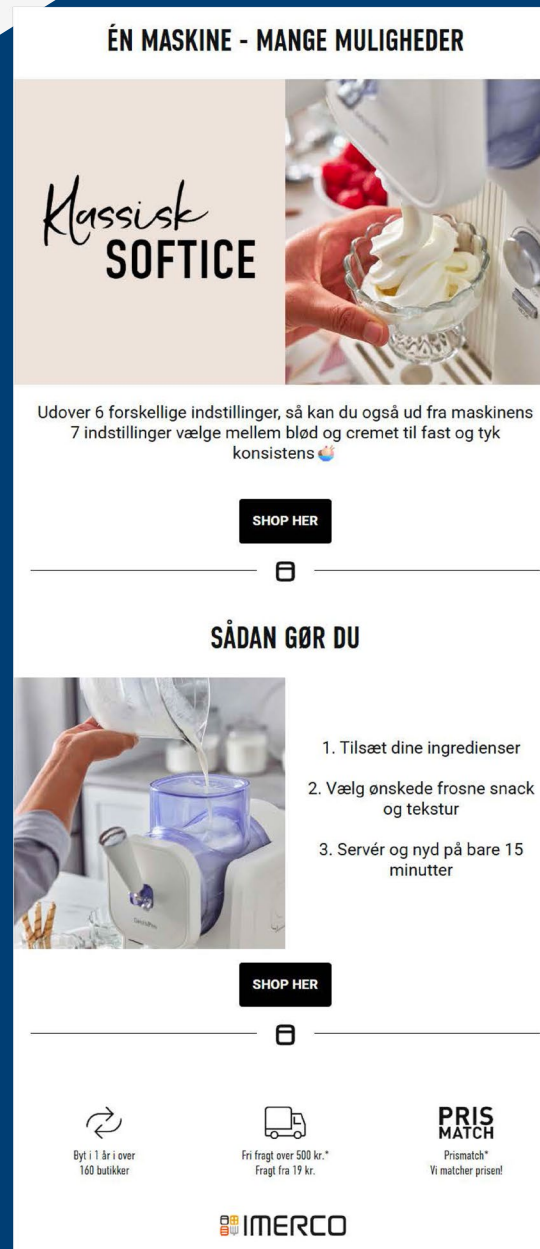
I took ownership of the paid ad for a Christmas calendar campaign, initially developing an animated concept in After Effects. Through sketching, testing, and feedback, I realised the animation was too complex for the format. I reassessed the objective and shifted the solution to a clearer static ad, which better supported quick communication on social media.

RESULT

The final static ad was approved and used for the campaign.

This case demonstrates my ability to evaluate creative output critically, adapt direction based on effectiveness, and prioritise communication and performance over initial ideas or preferences.

Full case available on [my website!](#)



2. Launch newsletter

PROCESS

I was asked to design a launch newsletter for a new slush-ice machine based on a minimal brief. Instead of creating one large visual, I identified the product's key features and approached the concept from a user perspective: what would make it easy to understand and appealing to buy? So I made two GIFs showing the settings and usage steps, making the email more engaging and informative.

RESULT

Although I did not have access to specific performance data, launch newsletters have since become a frequent format at Imerco due to strong conversion rates. The project manager confirmed that my expanded approach aligned with expectations and praised the initiative beyond the initial brief.

Full case available on [my website!](#)

3. Newspaper ad for Ekstra Bladet

PROCESS

I was responsible for designing an extra Ekstra Bladet ad as part of an ongoing colourful campaign. Given a set of products, I reviewed the available assets in our image database and used them as the starting point for the layout. Inspired by a visual reference I came across in the office, I moved away from the usual template and developed a more dynamic composition while keeping readability central to the design.

RESULT

The ad was approved with only minor price adjustments and no design revisions. I received positive feedback on the layout, especially for balancing creativity with readability. This case demonstrates my ability to move beyond standard templates and create effective layouts within real-world constraints.

Full case available on [my website!](#)



 **IMERCO**

Client vision to live website

Web design & more

For this project, I designed and built a café website in Squarespace, translating the client's vision into a clear, functional, and user-friendly experience. The project required quick adaptation to a new platform while working within its built-in structure and limitations.

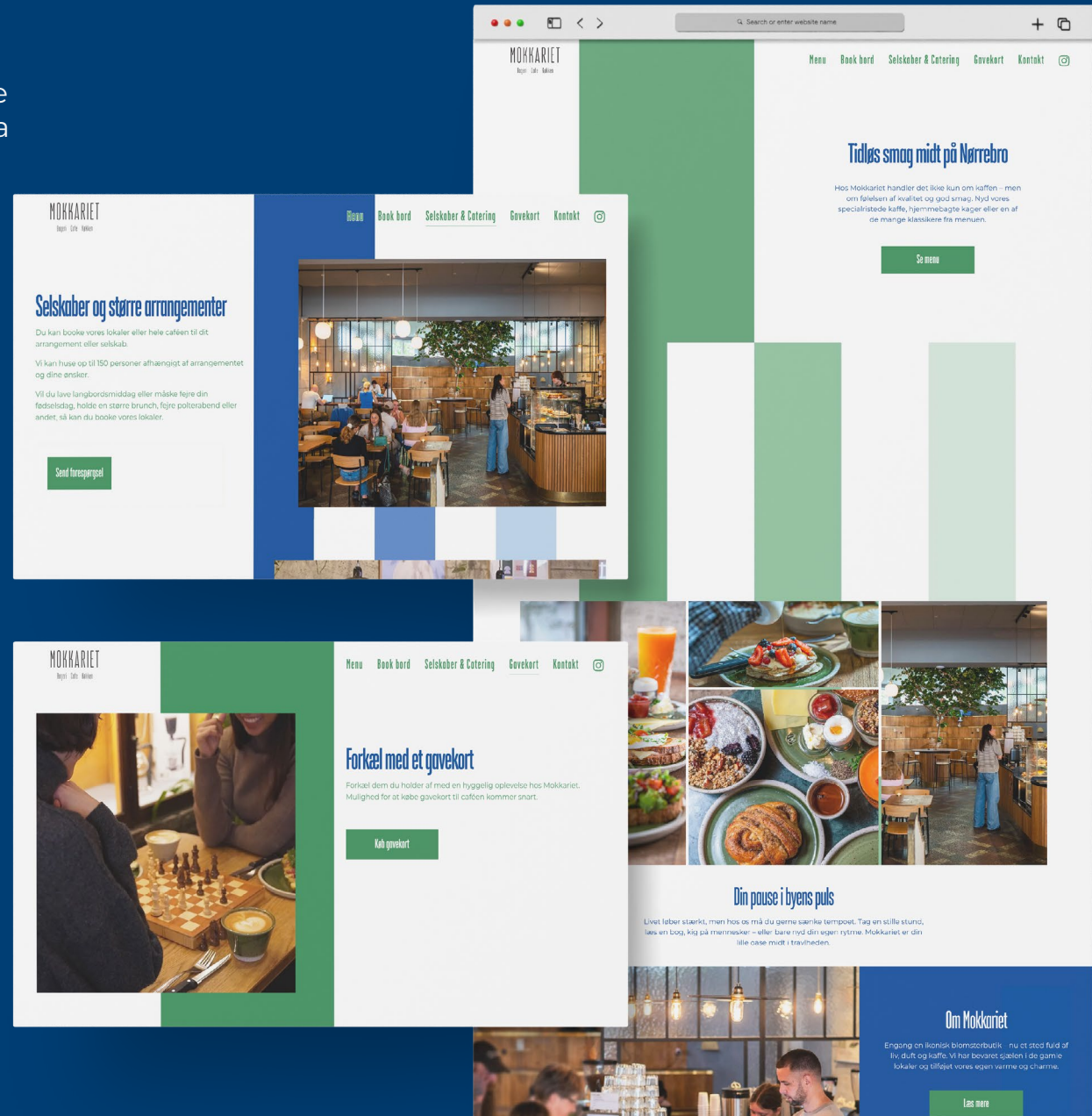
Brand: Danish café

Focus: Translating client vision into a live website

Skills: Web design • Squarespace • Layout
• Custom CSS

Competencies: Working within constraints • Visual communication

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PROCESS & RESULTS

[Visit the website here](#)

Full case available on [my website!](#)

PROCESS

The process began with exploring visual references to define the aesthetic and structure, followed by shaping the information architecture to ensure clarity and ease of use. Ideas were developed through sketches and refined in Figma, where visual direction and colour were tested before moving forward. The final website was built responsively using HTML, CSS, and JavaScript.



RESULTS

The result is a fully functional, live website that reflects the intended atmosphere and identity of the café.

The project demonstrates my ability to quickly adapt to new tools and translate abstract ideas into a clear and usable digital product.



03.

Visa & relocation

Why Scotland?

To me, Scotland is much more than kilts, bagpipes, beautiful landscapes, or the image often shown in the media. While these are part of its charm, my reason for wanting to relocate is deeper: Scotland resonates with me in a way that feels more aligned with the person I'm becoming.

Working in Scotland would also allow me to develop professionally in a new market, learning how design, communication, and customer expectations differ from what I know in Denmark.

SKILLED WORKER VISA

I need to apply for the Skilled Worker visa to relocate to and work in Scotland.

To be approved of a Skilled Worker visa, I must:

1. Do a job that is on the list of eligible occupations
2. Have knowledge of English (score of B2 on an approved SELT-test) → **I have CEFR level B2 (IETLS for UKVI)**
3. Have funds to pay application, healthcare surcharge and prove I have had £1,270 untouched in my bank 28 days before applying for a visa
4. Be offered a minimum salary of £33,400 per year*
5. Have a 'certificate of sponsorship' (CoS) from a licensed employer

* £33,400 is the going rate for the job code 2142 (Multimedia and graphic designers) as stated by the Home Office. **Offers below this level are unlikely to meet the Skilled Worker Visa requirements.**



MY TRIP

In March 2026, I spent 19 days in Scotland, not as a tourist, but to imagine real life there. I visited Edinburgh, Stirling, Dunfermline and Glasgow to research housing, experience the pace of everyday life, and understand how each city felt. The trip made Scotland feel even more real and confirmed that it could feel like home in a way Denmark no longer does.

Read more about the visa process on [my website!](#)

Let's get in touch

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