

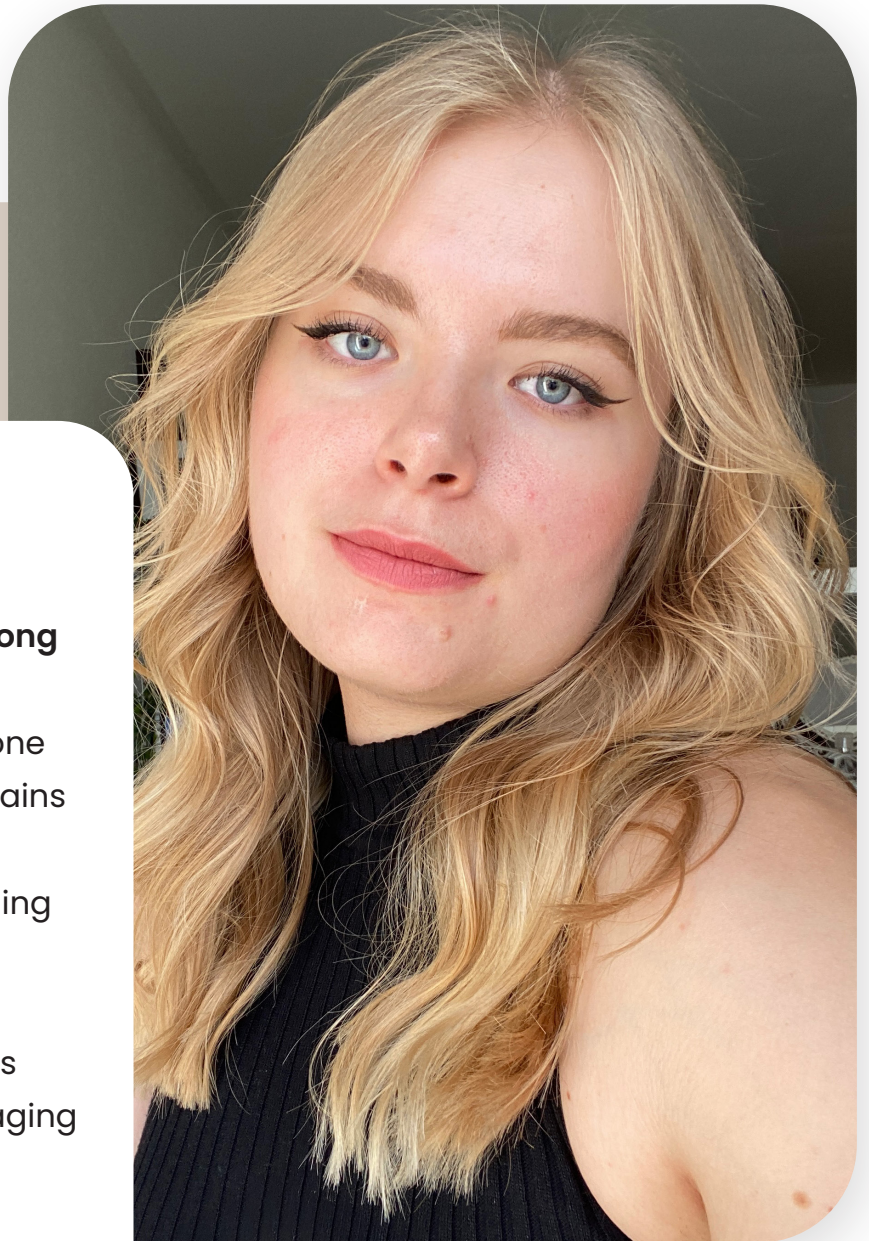
Hi, I'm Sascha!

I'm a graphic designer with **4 years of experience** and a **strong eye for detail**.

Currently, I work at Imerco — one of Denmark's leading retail chains with 160+ stores — where I've developed a solid understanding for both **retail and marketing**.

I combine **creativity with practicality** to deliver solutions that are not only visually engaging but also effective.

I look forward to collaborating with you!



Brouer Designs

Sascha Brouer – Graphic designer

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Brouer Designs

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About me

I believe design should not only look good – it must also be effective.

Design is relative and rarely has a single “right” answer. That’s why I take a practical-creative approach: understanding the context, the target audience, and the need before arriving at a solution.



Software



Languages

Danish (native) • English (fluent)

Experience

Imerco

2023 –

Graphic designer (full-time employee)

Viegand Maagøe

2021 – 2023

Graphic student (part-time)

How I approach design



Observation

I carefully study brand guidelines, listen to your needs, and ask the right questions to avoid unnecessary back-and-forth.



Trial and error

I test ideas and layouts, but often the very first draft – with a few adjustments – ends up being the final choice.



Feedback

Through dialogue and collaboration, I ensure the solution hits the mark – both visually and in line with your wishes.



Wow – that was quick!

– a colleague, after I sent back a revised version just 2 minutes after their feedback.

Sascha knows.

– another graphic designer at work when I stepped in to answer a freelancer’s questions about our fonts and colours



Launch newsletter

August 2025



Background

Imerco is a Danish retail chain specializing in tableware, home decor, kitchen equipment and gifts.

Goal

The aim was to generate interest in Greenpan's new slush ice/soft ice machine through a dedicated launch email.

Process

Because of the holiday period, I didn't receive a detailed brief for the launch newsletter.

The only requirement was to create a top graphic. Instead, I put myself in the customer's shoes: *"What would spark my curiosity about this machine?"*

This led me to design creative, eye-catching GIFs that demonstrated the machine's different slush and soft ice settings.

Result

A visually engaging and informative launch email that successfully introduced Greenpan's new slush ice/soft ice machine.

1



Skills & competencies

- Graphic design
- Content
- Photoshop
- Content setup in Salesforce
- Copywriting



ÉN MASKINE - MANGE MULIGHEDER

Klassisk
SOFTICE



Udover 6 forskellige indstillinger, så kan du også ud fra maskinens 7 indstillinger vælge mellem blød og cremet til fast og tyk konsistens 🍦

SHOP HER

GIF: demo

I created a GIF demonstrating the different settings of the machine.

Colours

For this newsletter, I chose one of Imerco's more neutral brand colours to create a unique visual universe around Greenpan's product.

GIF: 3-steps

One of the first things I would want to know as a customer considering a new kitchen appliance is: "How does it work?"

That's why I designed a simple, visual 3-step GIF showing how easy it is to make a frozen snack.



SÅDAN GØR DU



1. Tilsæt dine ingredienser
2. Vælg ønskede frosne snack og tekstur
3. Servér og nyd på bare 15 minutter



PRIS
MATCH

Printed material for stores

August 2025



2



Background

Imerco is a Danish retail chain focused on tableware, home decor, kitchenware, and gifts.

Goal

Imerco had previously hired an agency to design a sign, but my colleague was not satisfied with the result and asked me to take over. The goal was to create a sign that showcased selected products while also capturing a cozy autumn atmosphere. She felt the agency's draft was too dull and not "hyggelig" enough.

Process

I reviewed the agency's draft and used some of their ideas, but chose Imerco's signature orange tones instead of the blue they had suggested. My reasoning was that orange is a warmer – and therefore cozier – colour than blue.

Result

A well-balanced sign that conveys a "cozy everyday moment" vibe and presents the selected products in an inspiring way.

Skills & competencies

- Layout and composition
- Branding
- Colour harmony
- Gestalt principles
- Photoshop



Animated ad (concept)

September 2025

Ae

Ps

Ai

3



Background

This ad was not officially published by Imerco, but I used their branding as a starting point to demonstrate my skills in motion design and animation.

Goal

The task was to translate the Spring Copenhagen newsletter I created in August 2025 into an animated format. The goal was to maintain the same look and feel while presenting the new arrivals in a visually inspiring way.

Process

By reviewing the newsletter, I selected a few key products and incorporated the original headlines to help frame and stage the items effectively.

Result

An animated ad that elegantly preserves the same visual "universe" as the original newsletter.

Skills & competencies

- Ideation and concept
- Storyboarding
- Animation and motion graphics
- Branding



1. Frame

Logo slides in from the left.



2. Frame

Picture fades in along with the headline, the picture moves slightly to the right.



3. Frame

New picture fades in.



4. Frame

New picture fades in, and after this the outro fades in.

Other examples



Hero image created in Illustrator for snifagent.dk (2021)



Hero image created in Illustrator for my first portfolio site (2020)



Drawing made in Illustrator for snifagent.dk (2021)

More than just fonts and pretty colours...

Graphic design is only part of what I do. I can also code, design websites, and illustrate as needed.

In other words, I'm not just a graphic designer – I'm a creative hybrid who brings ideas to life both digitally and in print.

KØB 2 VARER*

SPAR 20%

PÅ ROYAL COPENHAGEN

Shop her

ÅBNINGSFEST

Tak for den flotte modtagelse af vores ny-ombyggede butik på Store Torv i Aabenraa.
Vi fortsætter åbningsfesten med flere gode priser.
Kig ind i butikken og oplev det hele.

Blå Mega Riflet krus
38 cl
2-pak
499⁹⁵
SuperPris

Hvid Riflet krus
38 cl
2-pak
199⁹⁵
SuperPris

El-kedel
1,7 liter
149⁹⁵
SuperPris

Stavblender
700 watt
249⁹⁵
SuperPris

ROYAL COPENHAGEN

MEDLEMSTILBUD TIL OG MED 7. SEPTEMBER

SPAR 20%

VED KØB AF 2 VARER FRA ROYAL COPENHAGEN*

IMERCO Store Torv 3 Aabenraa

ÅBNINGSTIDER: MAN-FREDAG: 9.30-17.30 – LØRDAG: 9.30-14 – SØNDAG: 10-14
ALLE PRISER ER LOKALE OG GÆLDER KUN HOS IMERCO I AABENRAA

Gælder så længe lager haves til og med 14. september 2025. *Gælder IKKE i forvejen nedsatte varer og medlemsstilbud, SuperPris, bestillingsvarer, Royal Copenhagen nyheder 2025 og Blå Elements.

KUN HOS IMERCO

COOK & BAKER

STÆRKE KØKKENTILBUD i din lokale Imerco

Psst... Vi holder åbent søndag 27. april

MEMLESTILBUD
Premium pandesæt 24 og 28 cm
299⁹⁵
SPAR 50,-
Normalpris 799,95

MEMLESTILBUD
Premium stegegrøde med låg 21 cm
299⁹⁵
SPAR 50,-
Normalpris 799,95

MEMLESTILBUD
Premium grydesæt 9 del
249⁹⁵
SPAR 40,-
Normalpris 649,95
2x0,5, 2x1, 2x1,6, 2x2,1 og 1x2,4 liter

MEMLESTILBUD
El-kedel 1,7 liter
149⁹⁵
SPAR 250,-
Normalpris 399,95

MEMLESTILBUD
Grydesæt 4 del
499⁹⁵
SPAR 150,-
Normalpris 1999,95
Gryder 15, 2,2, 3,5 liter med låg og kasseroller 1,5 liter

IMERCO

Tilbudene gælder kun i Holstebro, Lemvig, Viborg, Struer, Ringkøbing og Skjern fra den 23. april til og med den 4. maj 2025. Forbehold for trykfejl, manglende leverancer og udsolgte varer. Se åbningstider på imerco.dk.

FREDAG - LØRDAG - SØNDAG

MEDLEMSTILBUD

SPAR 20%

VED KØB AF 2 VARER*

Søndagsåbent i de fleste butikker

IMERCO

Tilbudene gælder kun i Holstebro, Lemvig, Viborg, Struer, Ringkøbing og Skjern fra den 23. april til og med den 4. maj 2025. Forbehold for trykfejl, manglende leverancer og udsolgte varer. Se åbningstider på imerco.dk.

FREDAG - LØRDAG - SØNDAG

MEDLEMSTILBUD

SPAR 20%

PÅ ALT*

Søndagsåbent i de fleste butikker

IMERCO

TILBUDDENE GÆLDER I ALLE IMERCO OG IMERCO HOME BUTIKKER SAMT IMERCO.DK

Tilbudene gælder kun i Holstebro, Lemvig, Viborg, Struer, Ringkøbing og Skjern fra den 23. april til og med den 4. maj 2025. Forbehold for trykfejl, manglende leverancer og udsolgte varer. Se åbningstider på imerco.dk.

FØDSELSDAG MED VILDE PRISER

3-pak krus
699⁹⁵
SPAR 300,-
SuperPris

16 DELE
4 kopper
1199⁹⁵
SuperPris

IMERCO

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Julegaver TIL KØKKENET

evatrio

Mult Hængselpotter, 7 del
87x4 og 28 cm
799⁹⁵
SPAR 380,-

Psst... Vi har åbent alle dage indtil jul

3-pak krus
1199⁹⁵
SPAR 800,-

evatrio
Grydesæt 4 del
999⁹⁵
SPAR 2140,-

IMERCO

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Julens KLASSIKERE

Psst... Vi har åbent alle dage indtil jul

GEORG JENSEN

Christmas Collection 2024
Minutur Sølvere 3-pak
349⁹⁵
SPAR 150,-

ROYAL COPENHAGEN
Sølvere Riflet Jul
Krus 2-pak
399⁹⁵
SPAR 250,-

IMERCO

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