

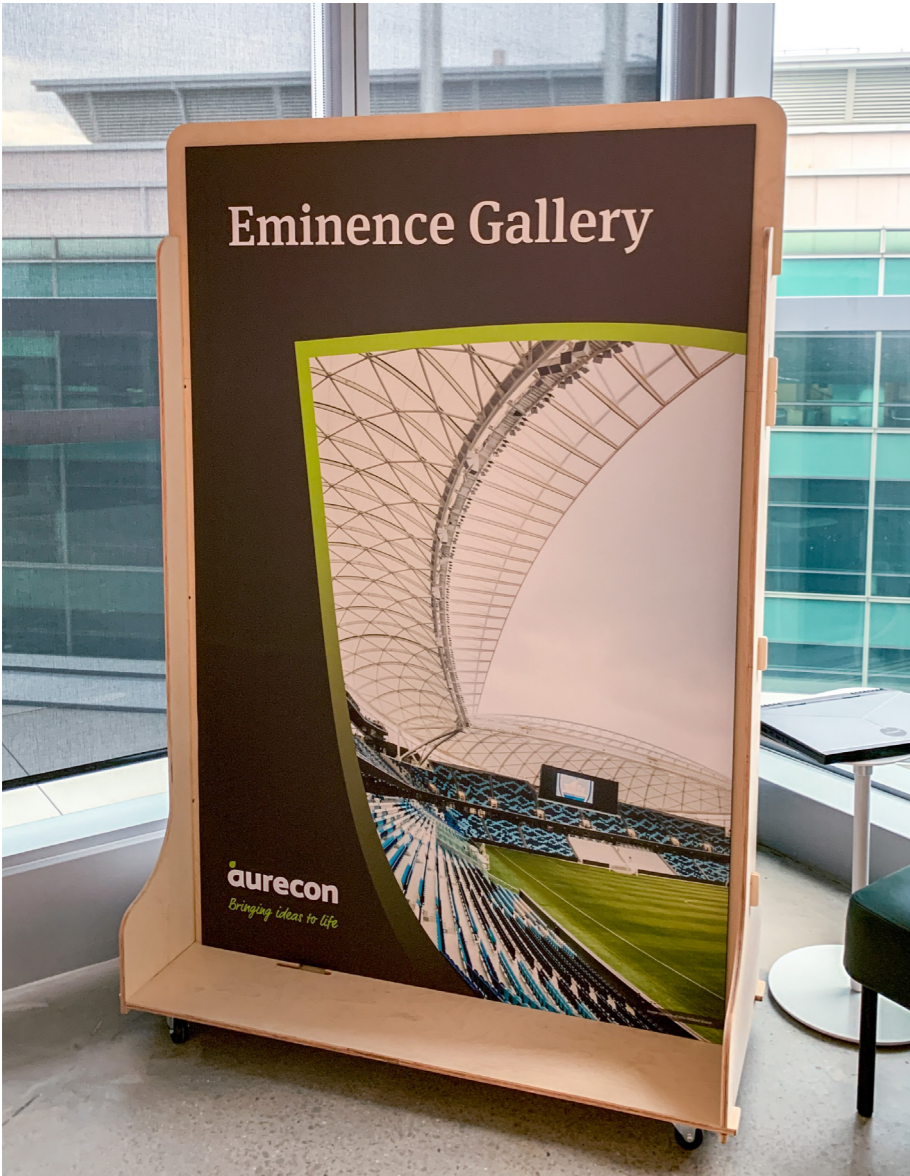
Portfolio

ERIC NORDSTROEM

Pull-up banners

I have created several printed items for the Aurecon office, such as pull banners and signs in small and large sizes. Created in InDesign and Illustrator.

On display at Aurecon’s North Sydney office



Can one robot really make a *difference?*

To reduce cost by driving efficiency and improving the productivity of constructing Murdoch University’s **Boola Katitjin** building - the largest **Mass-Engineered Timber (MET)** building in Western Australia - Aurecon and our project partners developed innovative solutions.

In 2022, the world’s first deployment of a robot on a live timber building construction site took place at Boola Katitjin. Conceptualised by Aurecon, and designed by University of Technology Sydney (UTS) researchers, the robot has been uniquely designed to deliver cumbersome screw fixings. This task can cause fatigue and injury in workers, given the repetitive and labour-intensive nature of this work.

This robot located itself onsite, navigated to the screw position, then mimicked a qualified person by applying the correct pressure and speed, at the right time. The robot installed 100 screws within +/-5mm accuracy, setting an encouraging precedent: application, at scale, could reduce timber construction schedules by 15-20%.

This proof of concept on a real-world project demonstrates the economic viability and sustainability of MET and shows the ANZ building and construction industry how automation and other construction innovations can improve their projects. If one robot can make such a huge difference on this project, just imagine what could be possible at scale.

aurecon
Bringing ideas to life

aurecon
Bringing ideas to life

Timberrr! How mass-engineered timber brings down construction’s *carbon footprint*

With Murdoch University’s Boola Katitjin building, the client and project team of Aurecon, Lyons Architects, Norman Disney & Young and Multiplex, challenged ourselves to deliver a sustainable, circular building in a cost-effective way, creating Western Australia’s largest Mass-Engineered Timber (MET) building!

MET can be exemplar in circularity by using renewable materials, designing out waste through modular design and construction, and reducing the carbon footprint of materials. However, due to their innovative nature in Australia and New Zealand, the price of MET buildings can be perceived as a barrier.

Aurecon consulted with the ANZ timber industry to identify a financially viable way to achieve the sustainable outcomes delivered by MET, identifying risks, testing assumptions, and incorporating innovation.

With building and construction costs representing 40% of global carbon emissions, MET is an opportunity to deliver sustainable infrastructure that sets a new benchmark across the industry. Timber, when sustainably harvested and manufactured, has a vital role to play in a regenerative economy.



Signage

Large multi-part signage.

On display at Aurecon’s North Sydney office





Project 01: **Barangaroo Harbour Park** (Won bronze at the PRIA awards)
Client: **Infrastructure NSW**

Illustrations

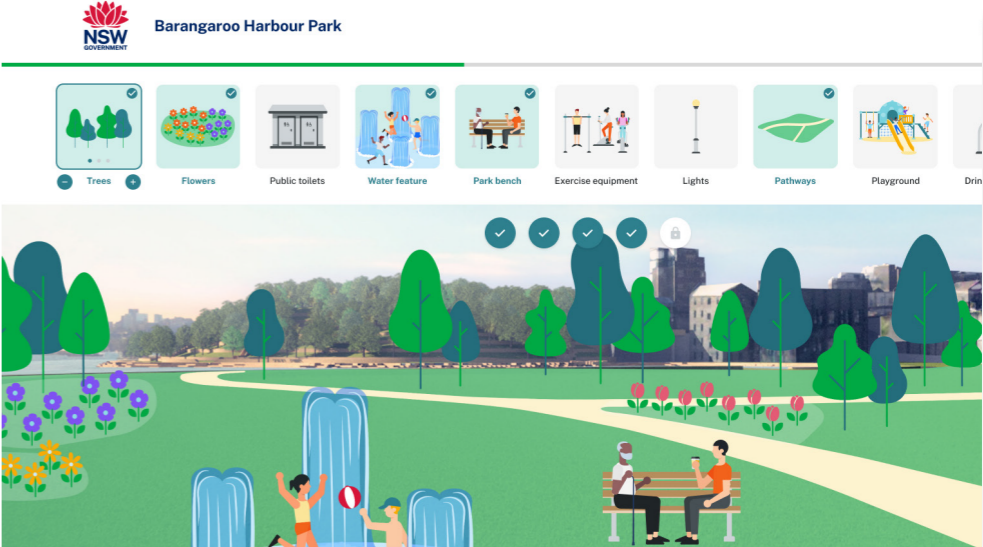
I created illustrations and graphics for an interactive game for the new park at Barangaroo.

Client: Infrastructure NSW

Timeline – 3 Months

Deliverable – Web portal game and print collateral.

Displayed at Barangaroo





Elanora Offshore

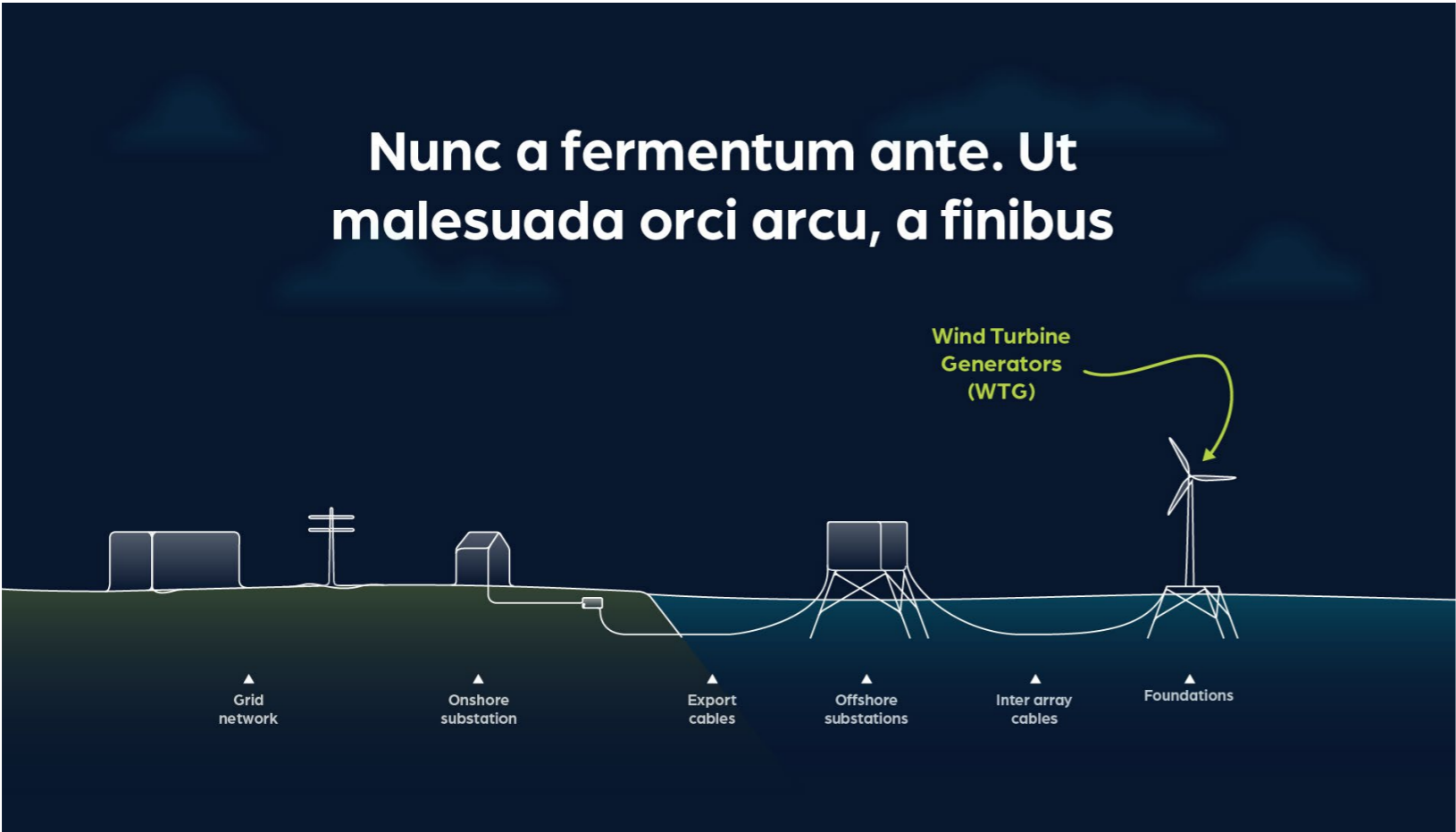
Project 02: **Elanora Offshore**
Client: **KIMA Energy**

Graphics

A clean and simple illustrative style involving the use of minimal lines and shapes.

Timeline – 3 Months
Deliverable – Brand style guide, desktop publishing, webpage, film and illustrations.

Messaging & graphic



Introduction & title



Live Action with lower third messaging

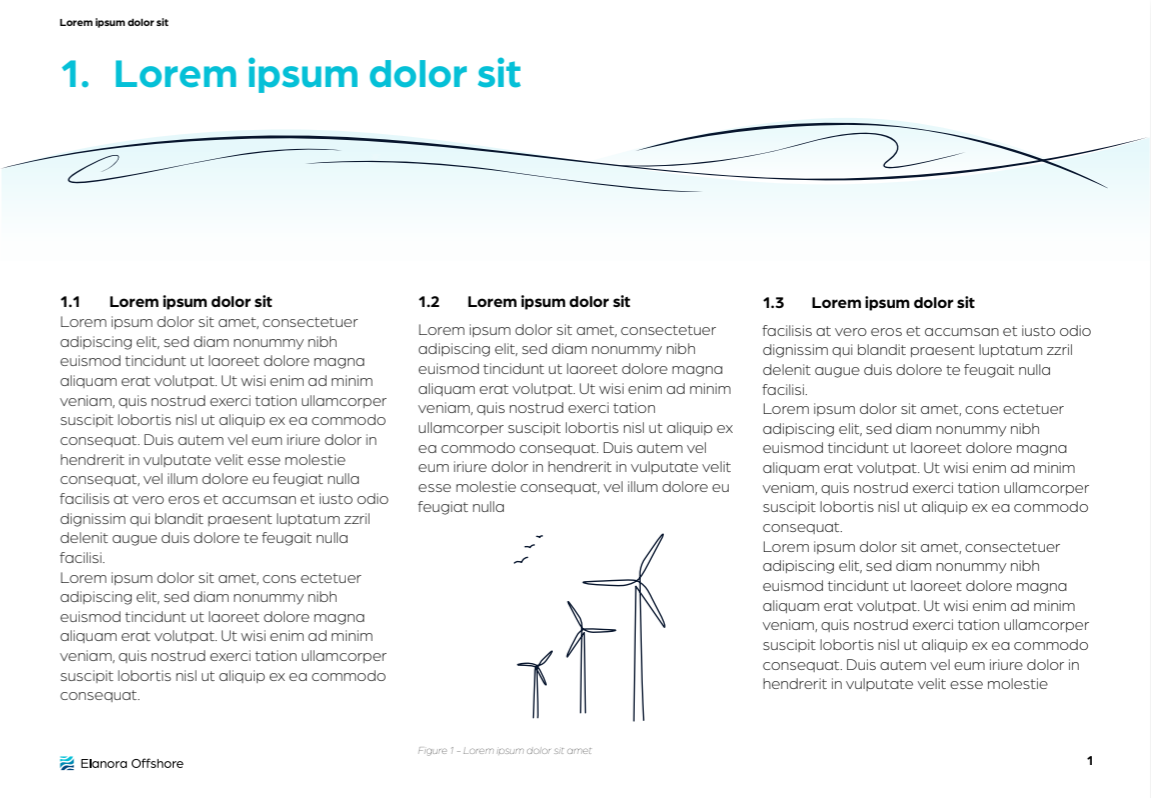
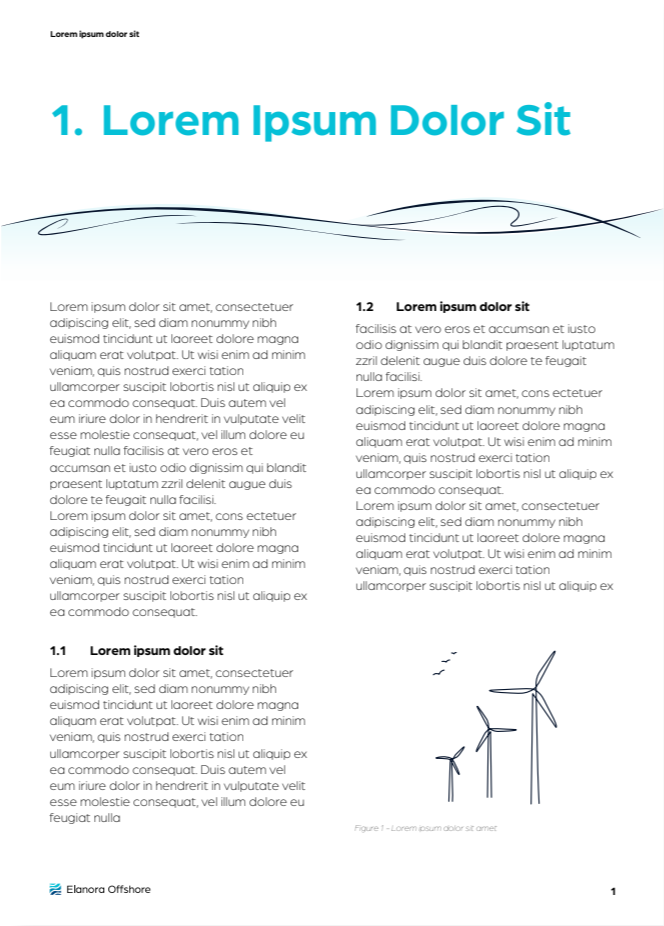
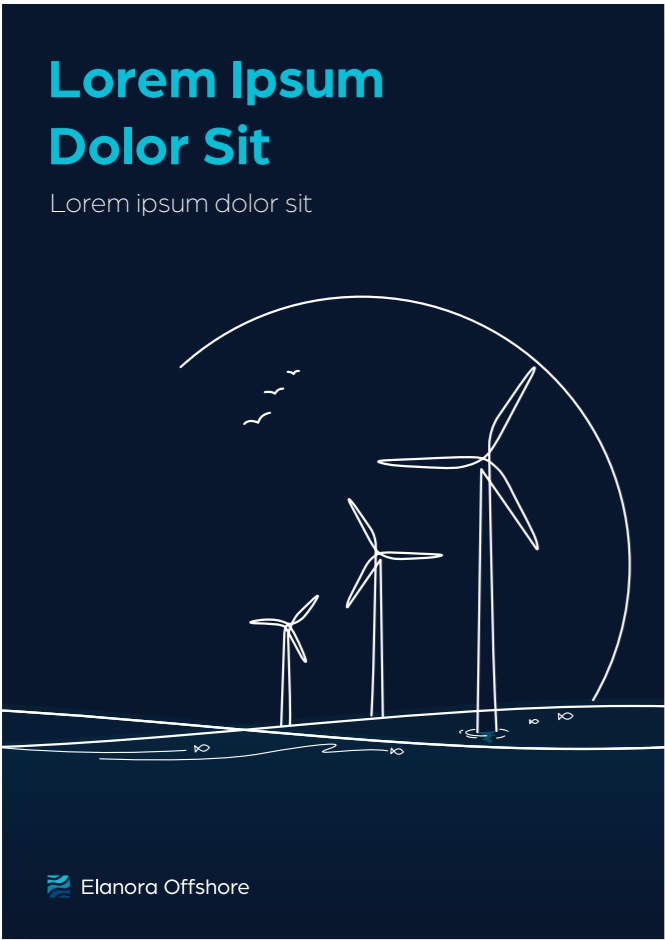


Wave transition



Print

Examples of the style of print documents are shown here in landscape and portrait form.





Project 03: **Origin Festival**
Client: **Spotify**

Origin Festival

"We want to go back to the roots to find the origin feeling for Spotify's first music festival".

The idea was it's Spotify's first music festival and we want to base it on where it all started, from Spotify's roots. The design is inspired from the beginning, when the only colours Spotify was known for were the green colour with the dark background.

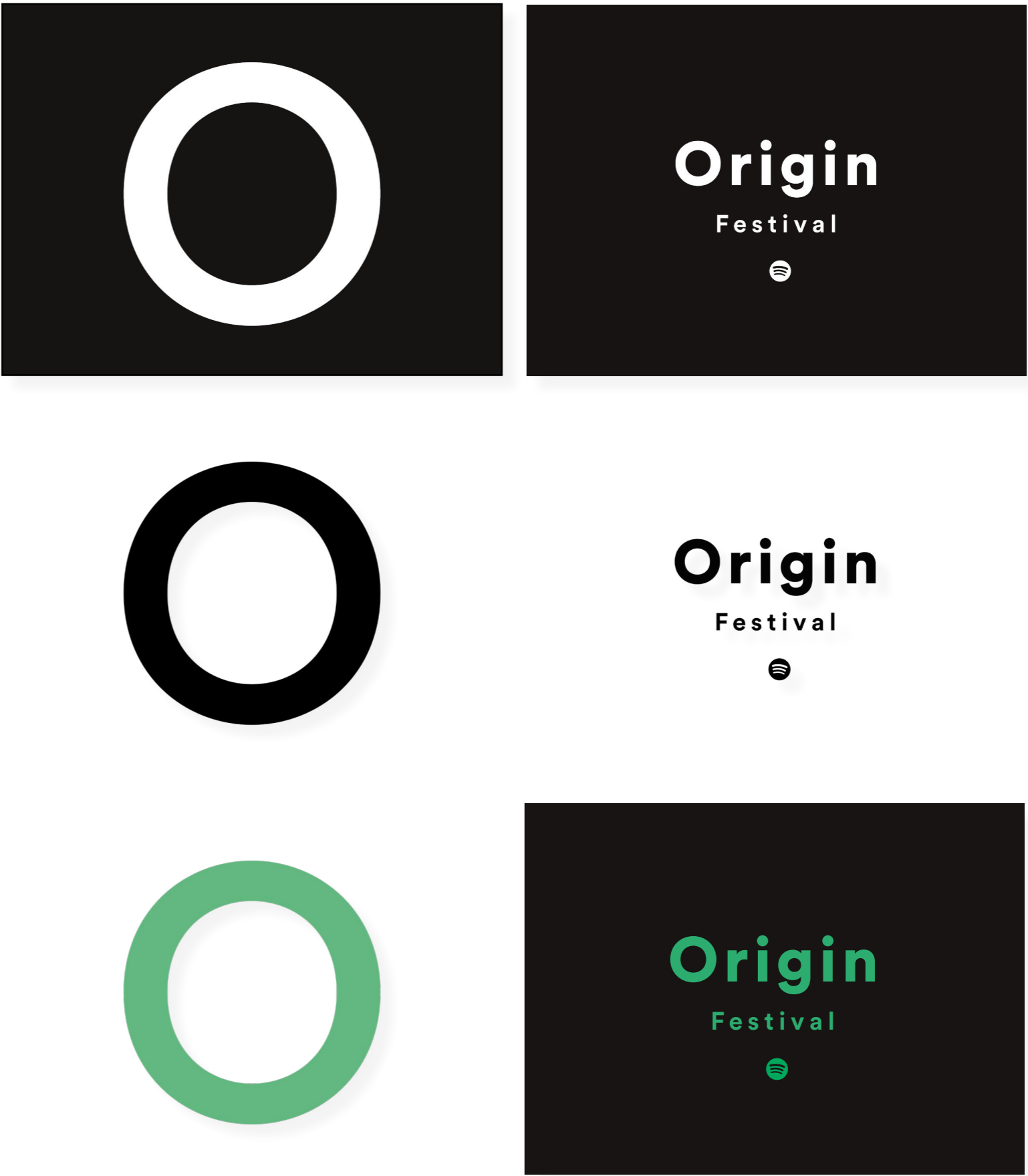
The "O" is a symbol for the music festival, Origin.

I was part of a small graphic designer team.



The "O"

The event logo in black and white with Spotify's green colour.



Poster





Project 04: **Bee**
Client: **Köpmansholms Honey**

Branding

Re-branding a packaging for a honey company called Köpmansholms Honey



Styleguide

Colour Palette

The yellow color speaks about the honey and the bees. A cheerful hue that brightens up the design

The black color speaks for the black of the bees, and the combination between black and yellow stands for the universal colors for bees



Yellow

HEX #eecd8a
C 8%
M 20%
Y 53%
K 0%



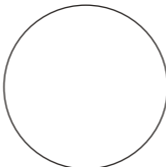
Black

HEX #2c2825
C 67%
M 62%
Y 61%
K 74%



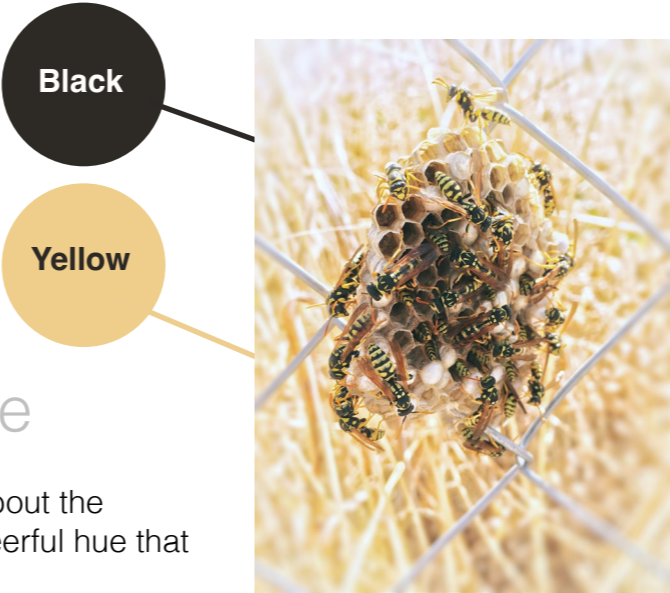
Grey

HEX #948f91



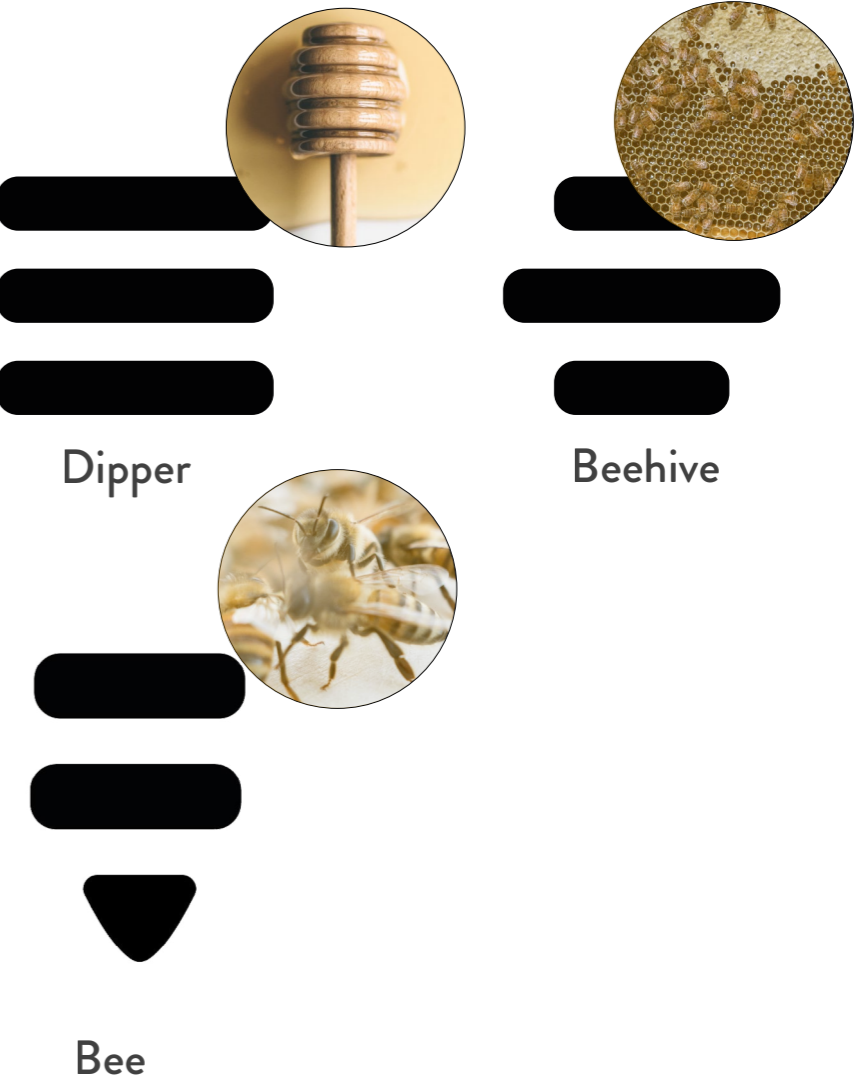
White

HEX #ffffff



Symbols

I wanted to make it simple and challenging



Logotype

The name for the honey products for Köpmansholms Honey is "bee". Why? It is simple and short and it stands for a clear message, straight to the point, it is honey

bee

A slight rotation on the "e" to make it a bit different and stands for unique

Riot



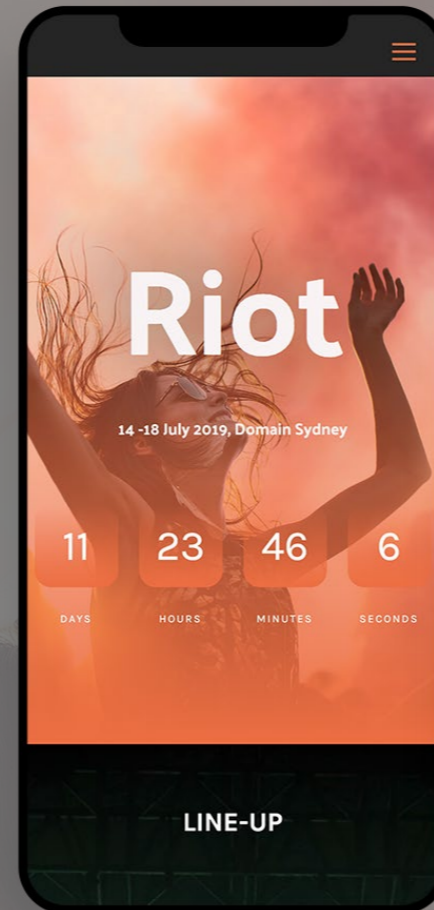
Project 05: **Riot Festival**
Client: **Billy Blue College of Design**

Wireframes

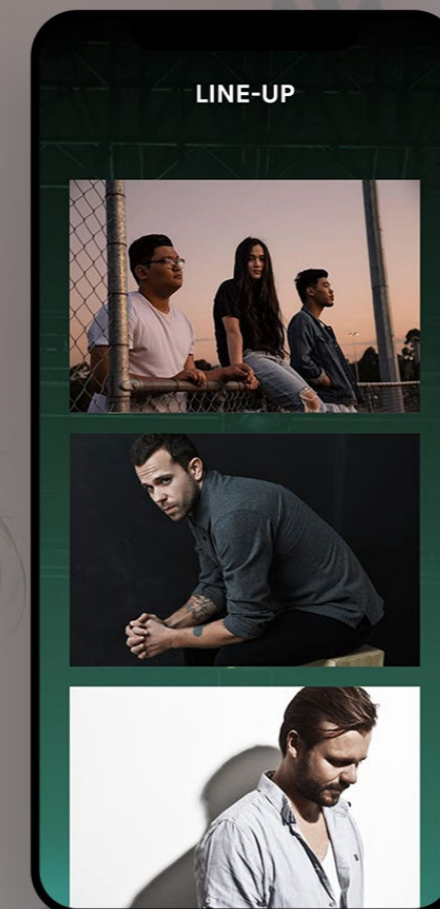
For this project I have created an upcoming music festival named "Festival Riot" in a one page web layout.

The layout is bold, clean and with a lot of strong colours and it is build to be responsive. I took a modern, clear and bold approach on my design for my website. I was thinking of using a lot of colours which is used in many festival's websites. I wanted to make a minimalistic look as well, with more bold and clear text and image on the website. Simple but with a lot of smooth features to it.

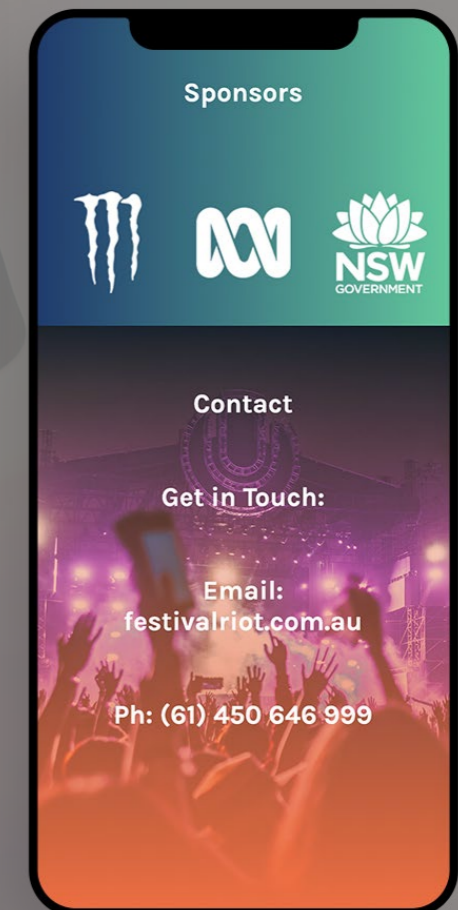
Homepage





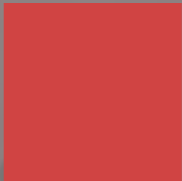
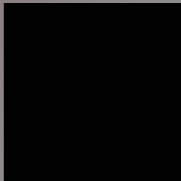
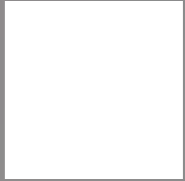
Artists



Contacts





				
Blue	Orange	Red	Black	White
#1c2240	#ed6d43	#d04443	#000000	#ffffff
C: 99%	C: 0%	C: 0%	C: 100%	C: 0%
M: 89%	M: 68%	M: 68%	M: 100%	M: 0%
Y: 42%	Y: 75%	Y: 75%	Y: 100%	Y: 0%
K: 50%	K: 0%	K: 0%	K: 100%	K: 0%

Header and logo (Riot):
Font: Palanquin Dark

Body copy:
Font: Karla



Source: [Unsplash](#)



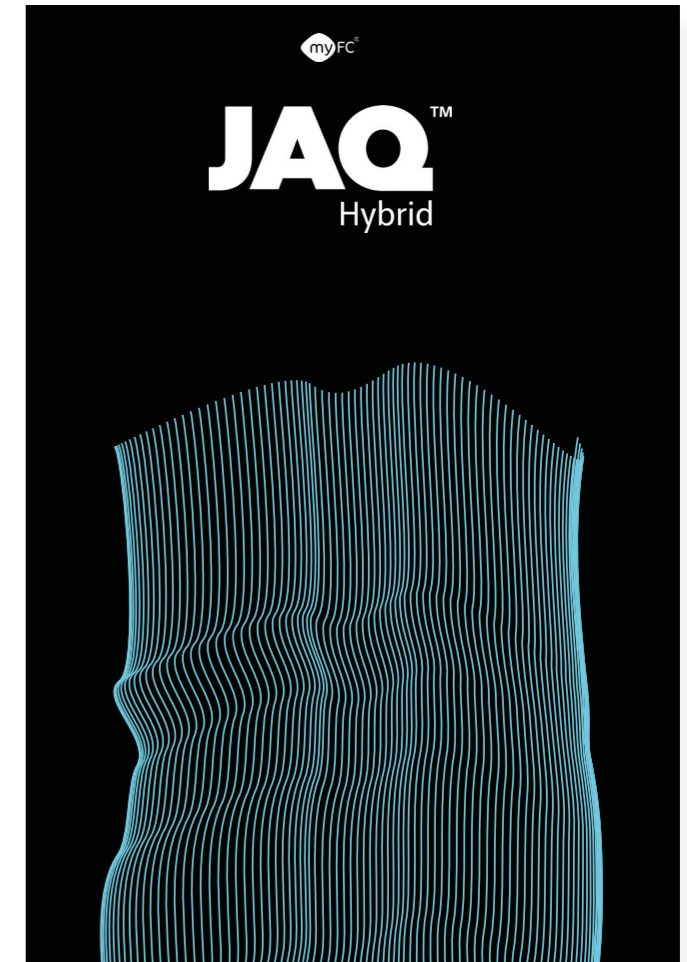
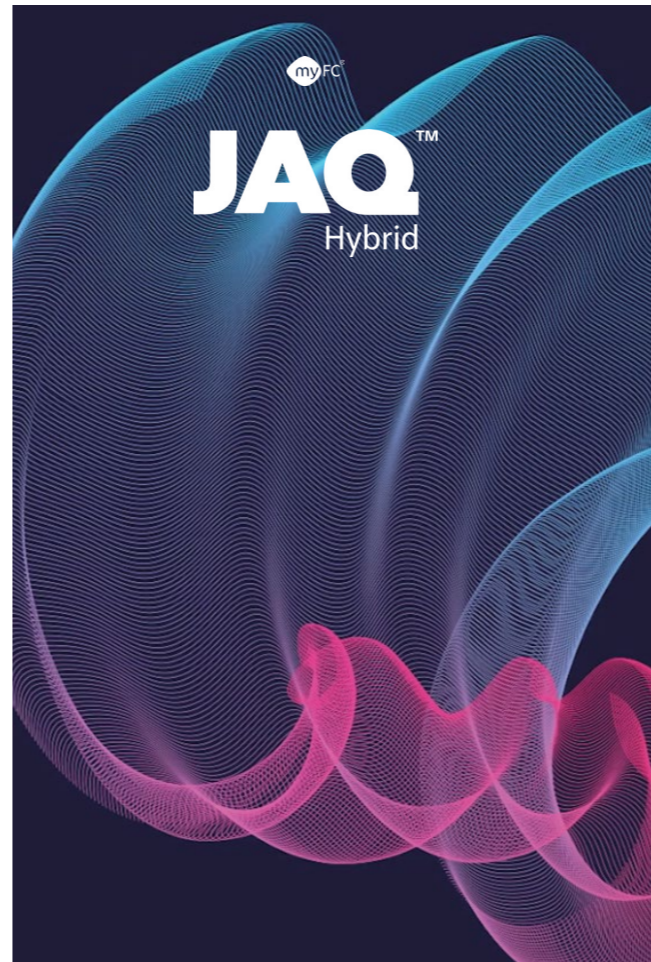
Project 06: **JAQ Hybrid**
Client: **myFC**

JAQ Hybrid

This was a project for client myFC for their new power bank product. Coming up with different packaging designs.

I used InDesign and Illustrator and worked with a lot of patterns and lines. I went with the purple "stripes" design and the customer liked it. I was part of the design team and led the design together with another graphic designer.

I made a video showing the design in different colours: [Link to vimeo](#)



Thank you