

# Portfolio<sup>2026</sup>

Adrien Domken  
Visual brand designer

## PRESENTATION & APPROACH

I'm a visual brand designer and art director with close to ten years of experience. Most of that time was spent at Caracal, a Brussels-based agency, where I worked on identity and digital projects for a range of clients. Before that, I also worked on film and series productions, with directors and set designers, building visual worlds.

In parallel, I've been involved in Aiko, a fashion brand created by my partner Gioia Seghers, following the evolution of her earlier work into this new project. I've helped shape the visual direction of each collection, from the overall universe to lookbooks, photo shoots and presentations during fashion week. This work strengthened my eye for aesthetics and my ability to stand behind creative choices.

At the end of 2025, I started working independently. I now focus on visual branding, from early thinking to execution across different formats digital and print.

I like working closely with clients and collaborators to build a coherent platform that reflect what they are and what they want to become.

As I'm entering a new chapter in my work around branding, I want to make sure that emotional connection stays at the center. Building a real link between brands, customers, partners and founders is key to me.

I believe design plays a central role in creating that connection, by reducing the gap between what a brand intends to be and how it is actually perceived. I want to fully commit to creating a dialogue between all brand elements, so everything feels in place.

# Aligned their image and voice with their expertise

REBRANDING/LOGO/EDITORIAL  
BRANDING/WEBSITE/E-COMMERCE/  
PACKAGING/ILLUSTRATION/  
COMMUNICATION

— Done

Deltrian is an industrial filtration company with deep technical expertise, working across research, manufacturing, distribution on a global scale. Despite this level of knowledge, their image and communication did not reflect the quality or clarity of what they actually deliver. They had strong internal conviction, but no structured way to express it externally.



Modernizing  
their logo

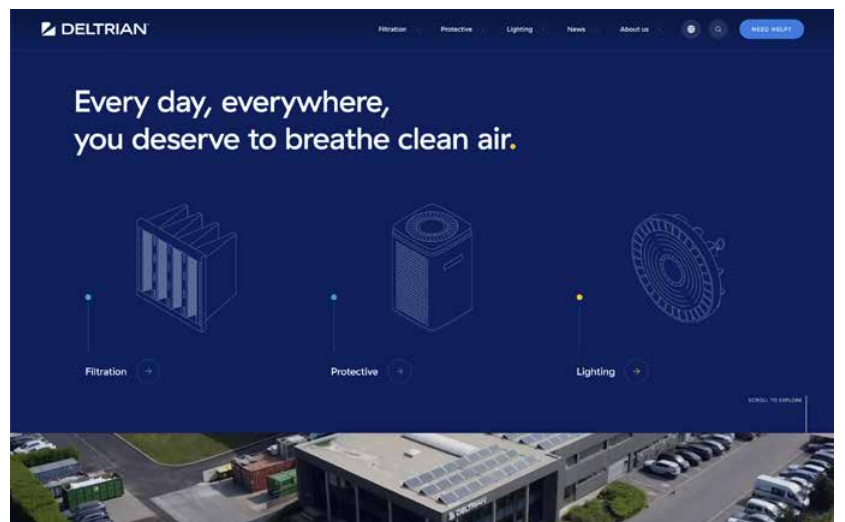
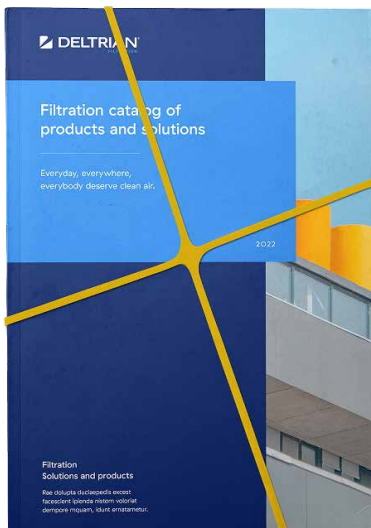
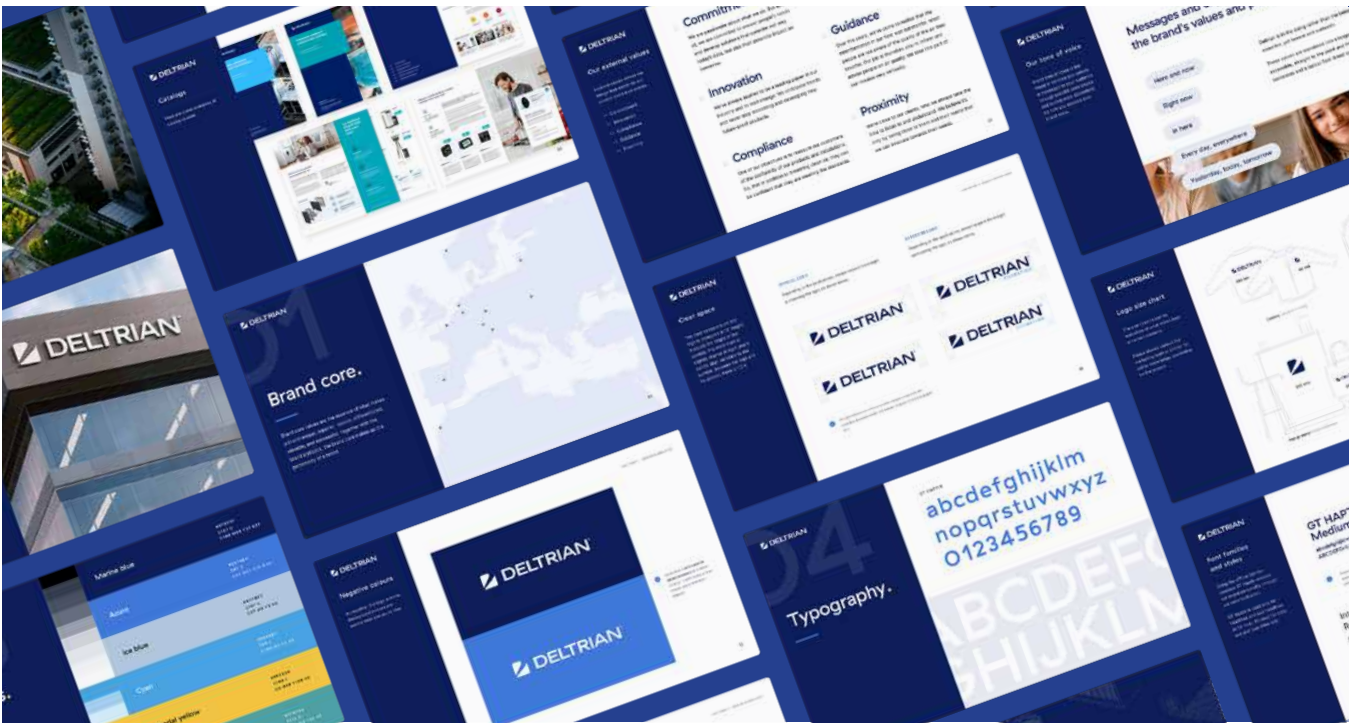


Created a tagline to  
convey their vision



With their marketing team, we aligned their image with their expertise by building a clear and consistent brand system across identity, website, and communication.

Gave them the structure to express what they do clearly, across all touchpoints.



# Built a way to explore the universe, not just read about it

ART DIRECTION/ANIMATION/  
WEBSITE/ILLUSTRATION

— Done

Thorgal is a long-standing comic series with a loyal fanbase and a dense, well-documented universe. The challenge was to keep this core audience engaged while opening the IP to a broader, international context.

The existing approach was largely reference-based. The need was to make the universe more accessible and engaging without losing its depth.



I designed an experience that lets users explore the universe rather than navigate it as a database.

The entry point is a set of four gates, each placed in environments tied to Thorgal's world, introducing newcomers through atmosphere, animation, and sound. Transitions are built around black ink, referencing the drawing process of a Thorgal tome.

From there, the content unfolds as a connected system linking characters, stories, authors, and series, allowing both exploration and reference to coexist.

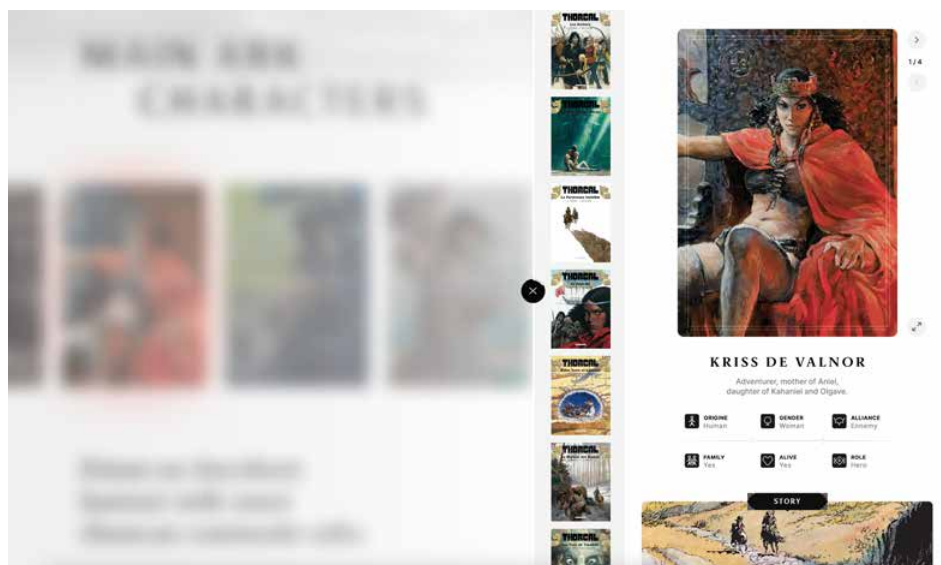
Creation of storyboard for loader animation



Drafting and concept of Homepage



Creation of nordic themed UI and cards of characters



# Creating their visual identity to what matters

VISUAL BRANDING/LOGO/  
ANIMATION/WEBSITE

— Ongoing

Parsels is an architecture studio operating between Paris and Brussels, built on over a decade of experience within established practices.

Their work is rooted in a constant attention to context — how architecture sits within a territory and reveals its underlying qualities. Each project is approached as a composition, balancing space, material and use, with a strong focus on structure and relationships rather than formal expression.



**PARSELS**

**Pauline Degrand-Guillaud**

Mail

T

Web

**Architect**

Pauline.d@parsels.eu

+33 6 543 654

www.parsels.eu

PARSELS



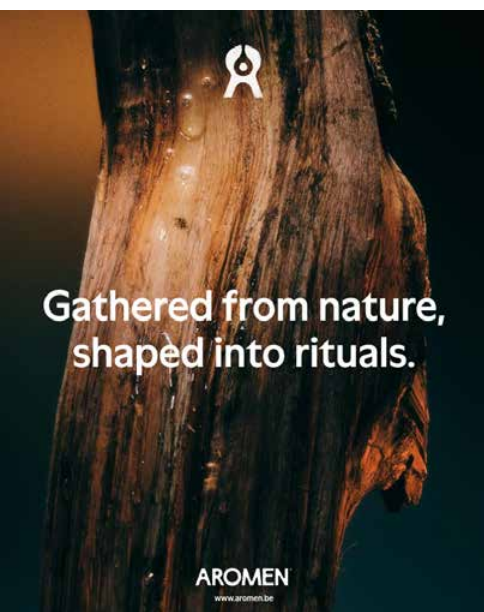
# Shaping a new language for modern rituals

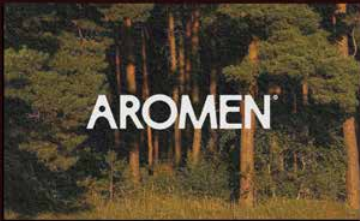
VISUAL BRANDING/LOGO/  
ANIMATION/PACKAGING/  
FURNITURE DESIGN/  
WEBSITE/APP

— Ongoing

Aromen operates at the intersection of essential oils, sauna culture, and education. Through products, training programs, and experiences, it helps practitioners create meaningful rituals rooted in nature and sensory exploration.

The challenge was to unify Aromen's different activities under a single identity while moving beyond the codes of traditional aromatherapy. We developed a brand system capable of connecting products, education, and experiences through a shared visual and verbal language and positioning Aromen as a reference for a new generation of ritual practitioners.





Martijn Vanhoorelbeke  
Founder Aromen

P +32 (0) 471676573  
E martijn@aromen.be  
A Drieslaan 58  
8560 Gullegem Belgium



AROMEN  
SHOP



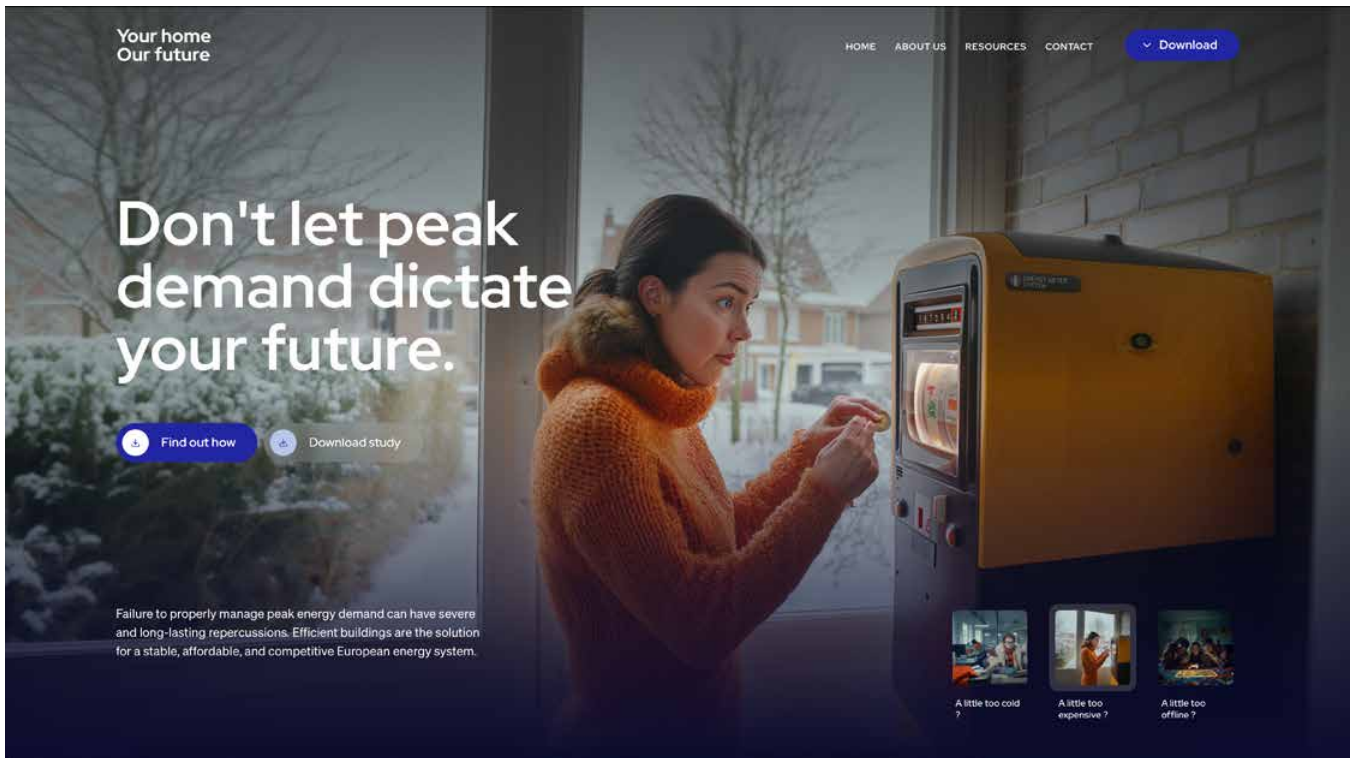
# Turned a technical issue into a public message

VISUAL BRANDING/  
CAMPAIGN/OOH/AI-DRIVEN

— Done

Eurima is a European association working on insulation and energy efficiency. Their communication is based on technical studies and data, often difficult to translate into clear public messages.

The challenge was to turn this information into something immediately understandable, visible, and engaging in a public context.



Absurd or *deja-vu* situations were created to bring a bit of quirky humor and emotion to otherwise data-driven, scientific content.



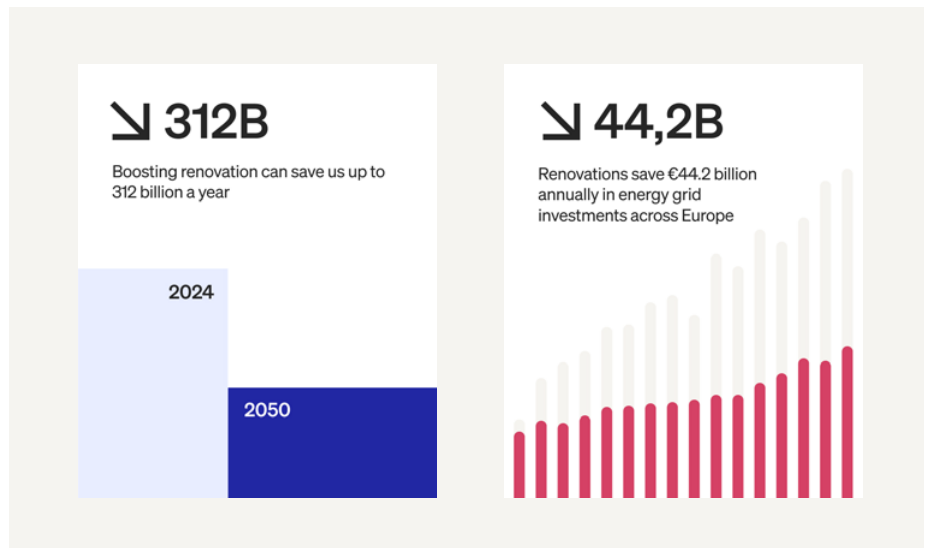
We developed a campaign concept that translates technical insights into simple, readable situations.

Using AI as part of the production process, we generated a series of visuals built around a single idea, allowing the campaign to scale across formats while keeping consistency. The work was deployed as an out-of-home campaign, focusing on clarity, repetition, and immediate impact.

The messaging was made relatable so lawmakers could easily use it and communicate it to others



Renovating our homes 🏠 and buildings can help reduce peak demand 📉, making the transition to a greener future more manageable and affordable 💶 for everyone.



# Built a coherent identity for a global network

VISUAL BRANDING/WEBSITE/  
GLOBAL CORPORATION

— Done

Globalaw is an international network of independent law firms operating across multiple regions. Despite its scale and position, its image did not reflect the level of expertise and stature of the network.

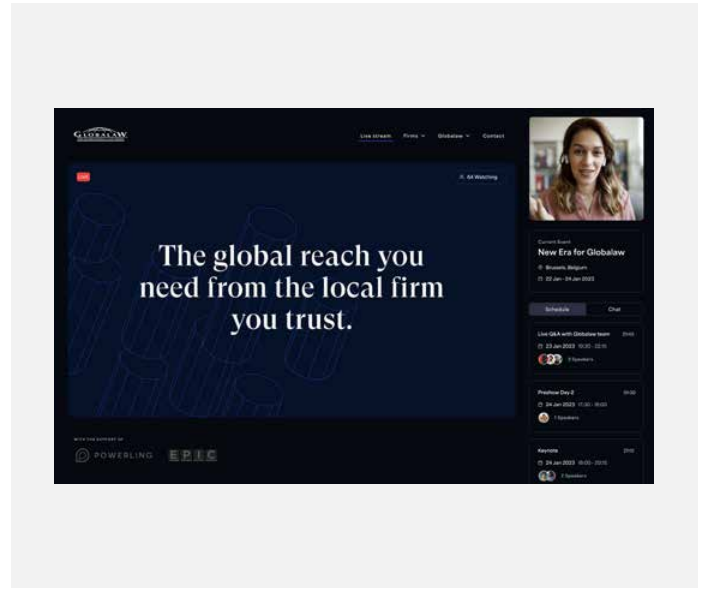
The challenge was to give Globalaw a more elevated and consistent representation, able to match its position while remaining adaptable across its member firms.



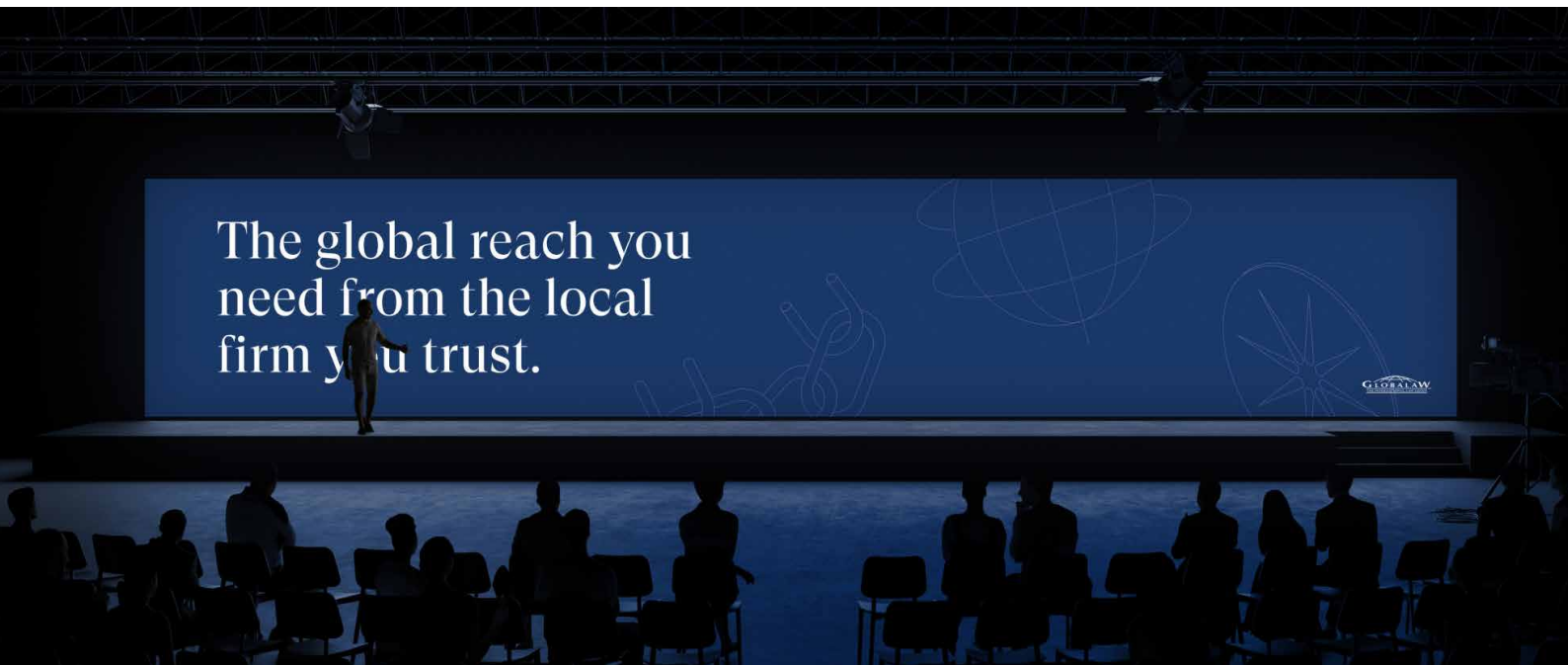
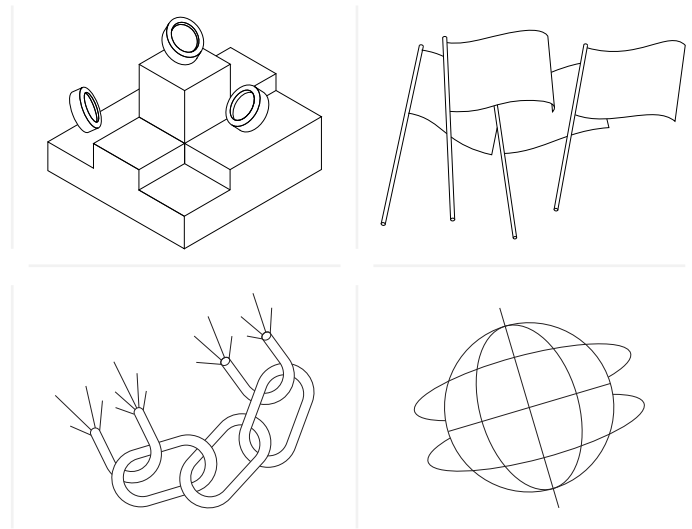
We developed a visual identity to elevate the network and its member firms.

This included creating a platform for seminars, a website, and tools to support internal communication across the network.





I created a series of illustrations to allow an open interpretation of how law can be represented



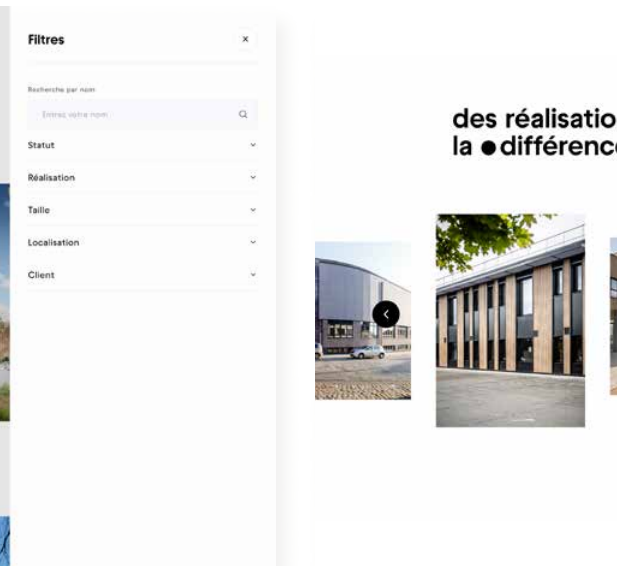
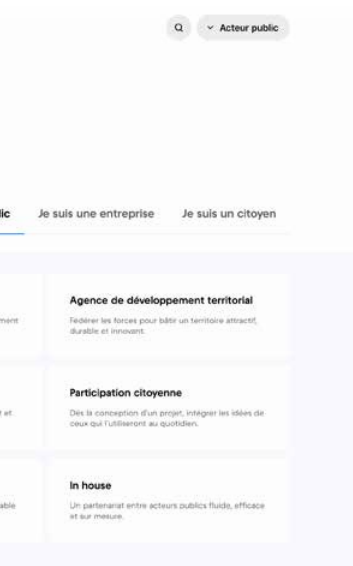
# Unified website and intranet under one brand system

WEBSITE/VISUAL BRANDING/  
INTERCOMMUNAL

— Done

IGRETEC is one of Belgium's leading public engineering and development organizations, supporting municipalities and public authorities through a wide range of technical and strategic services. Despite its expertise and impact, its digital platforms no longer reflected the scale and ambition of the organization.

The challenge was to align the website and intranet around a shared digital vision, extending the existing identity through a modern system of layouts, components, and digital assets. The result is a more cohesive and contemporary experience, helping IGRETEC strengthen its communication, attract new partners and talent, and remain relevant in an increasingly competitive landscape.



Boulevard Mayence 1 6000 Charleroi  
Rue Joseph Stevens 7 1000 Bruxelles  
+32 71 20 28 11  
igretec@igretec.com

## 8 axes ● stratégiques pour concrétiser nos missions

Restez connecté  
Entrez votre adresse email

En saisissant votre adresse email ici, vous acceptez nos conditions d'utilisation.

- À propos
  - Références
  - Blog et actualités
  - À propos
  - Extranet
  - Contact
- Nos services
  - Bureau d'études
  - Contrôle moteurs
  - Développement territorial
  - Gestion de l'eau
  - Guchet Énergie Wallonie
  - In house
  - Maîtrise d'ouvrage
  - Participation citoyenne
  - Sources de financement
  - Soutien aux entreprises
  - Transition énergétique
- Je suis
  - un acteur public
  - une entreprise
  - un citoyen
- Suivez-nous
  - LinkedIn
  - Instagram
  - Facebook
  - Youtube

7 / 8

### Soutenir les communes dans leur politique locale

IGRETEC accompagne les pouvoirs locaux dans la concrétisation de leurs projets d'investissement, en leur apportant des outils techniques, juridiques et financiers. Notre objectif : aider chaque commune à répondre efficacement aux enjeux de son territoire, dans le respect des délais et des réglementations.

