Estabeed Design
Product Designer

Selected Work

A concise reference of past design work across graphic design, property marketing and wayfinding.

David Esteban, Product Designer

Estabeed.Design
David@estabeed.design

Table of Contents

01/ GRAPHIC DESIGN

02/ PROPERTY MARKETING

03/ WAYFINDING

01/ GRAPHIC DESIGN

Brand and print work for independent businesses, from identity through to finished collateral.

Hørning Parket

Croydon Buddhist Centre

Crepes + Coffee

Hørning Parket

Freelance Designer, Estabeed Design

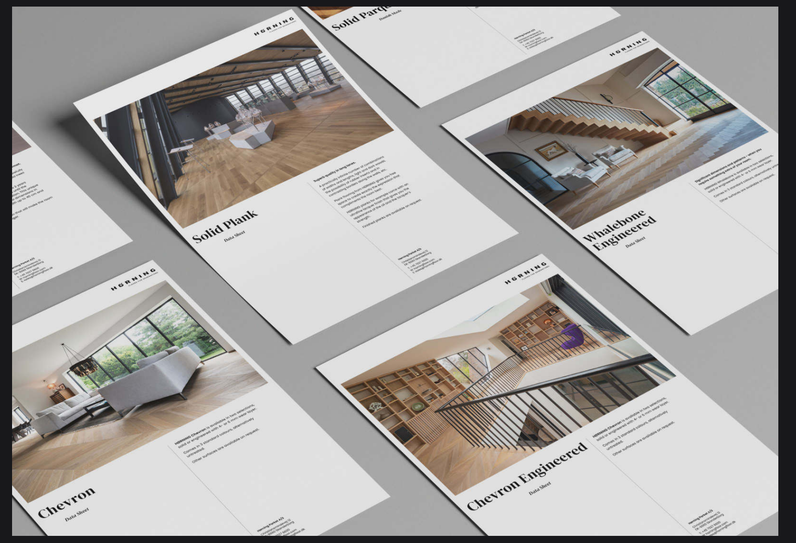
2025 to 2026 / London, UK

A full product data sheet system and a client testimonial book for a century-old Danish parquet flooring brand.

- Lead designer on both strands, working remotely with the Head of Marketing and ESG in Denmark and in London with the brand's UK design manager.
- 26 print-ready documents on one redesigned template: 25 product data sheets, from Castleplank to Versailles panels, plus an installation guide.
- Printed and in use with customers and suppliers worldwide, and downloadable from the Hørning website.
- A 32-page testimonial book gathering flagship installations, the National Museum in Oslo among them, now being fine printed in a limited run for high-value clients. Hørning remains an active client.







Croydon Buddhist Centre

Freelance Designer, Estabeed Design

2025 / London, UK

A legacy giving brochure, ‘Handing on the Light’, asking supporters to leave a gift in their will.

- Sole designer, owning concept, colour, typography, and layout, working directly with the centre's Chair and operations team.
- 12 pages across 6 spreads, designed around the centre's own words, giving a sensitive request a calm and dignified form.
- Designed for accessible reading: strong type contrast chosen with the centre's older readers in mind, and praised by exactly those members.
- Print-ready artwork supplied and test prints checked, with the finished brochure now in full circulation at both Croydon Buddhist Centre and Rivendell Retreat Centre.







Crepes + Coffee

Graphic Design Manager, Berkeley Group

2023 / Grand Union, London, UK

A complete brand identity for an independent crêperie and coffee house on the Grand Union Canal in London.

- Designed at Berkeley Group for the Grand Union development: about a week of design, working directly with the owner, signed off by the Marketing Director.
- A complete identity toolkit built from first principles: logo, colour palette, type selection, and pattern design.
- Deliberately self-sufficient: the owner produces all his own marketing from the toolkit, and still does.
- The full brand launched in November 2023 aboard PAVO, a 1935 narrowboat, trading well today and featured by Secret London within 3 months.



02/ PROPERTY MARKETING

Corporate marketing and wayfinding for landmark residential developments, as Graphic Design Manager at Berkeley Group.

Silkstream | Sovereign Court | Ealing Filmworks

Silkstream

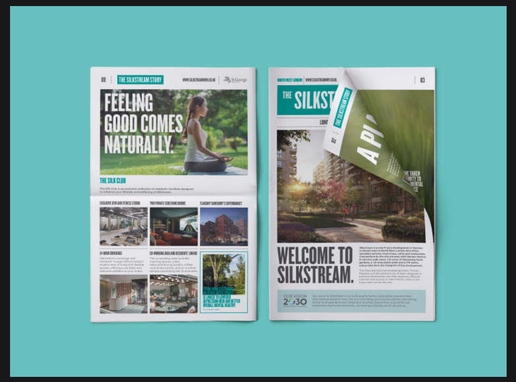
Graphic Design Manager, Berkeley Group

2022 to 2024 / Hendon, London, UK

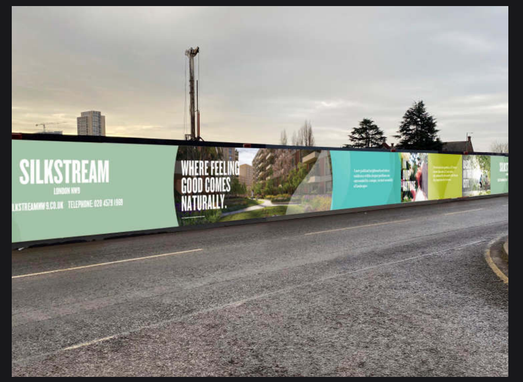
Brand guidelines and marketing collateral for a residential quarter of more than 1,300 homes in Hendon.

- Led the 3-person studio on the scheme, both manager and maker across every request.
- Designed the headline pieces myself: factsheets, price lists, the Story newspaper, marketing maps, hoardings, and email campaigns.
- Authored the 18-page brand guidelines with the marketing manager, giving the scheme's agency-created brand one consistent system after years of piecemeal evolution.









Sovereign Court

Graphic Design Manager, Berkeley Group

2019 to 2023 / Hammersmith, London, UK

Sales and customer collateral for a premium scheme of 418 apartments in Hammersmith town centre.

- On the scheme from launch to the sale of every home, first on spec and programme documentation for Technical, then owning the sales collateral.
- Personally designed the high-end apartment brochures and the finishes brochures presenting the interior palettes buyers chose from.
- Extended the identity into digital with the customer web portal, one brand from print to screen.









Ealing Filmworks

Graphic Design Manager, Berkeley Group

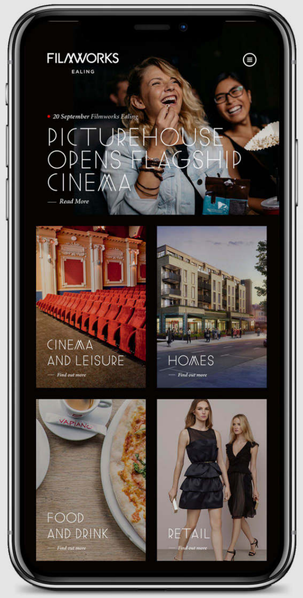
2018 to 2022 / Ealing, London, UK

Marketing collateral for a landmark scheme rebuilding the former Empire Cinema site behind its restored 1934 art deco façade.

- Worked inside the agency-created brand, carrying its art deco character across every piece: launch and development brochures, factsheets, price lists, stationery, and gift and tote bags.
- Designed the exterior hoarding and the sales collateral for 209 homes, plus the commercial brochures that took the piazza's restaurant and retail units to market.
- Every home sold and the 8-screen Picturehouse open, with the piazza now trading with Planet Organic, Kanada-Ya, and more.









03/ WAYFINDING

Navigation, signage and environmental graphics for headquarters and workplaces, as a wayfinding and environmental designer at Harkess-Ord.

Thomson Reuters | Mercedes-Benz | Statoil

Thomson Reuters

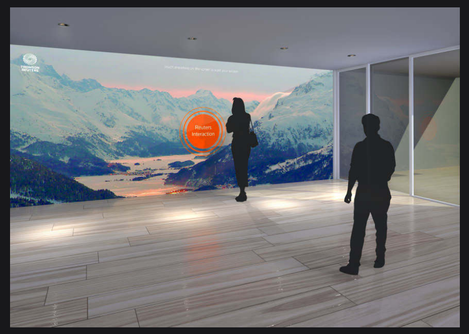
Graphic Design Manager, Harkess-Ord

2015 to 2017 / London, UK

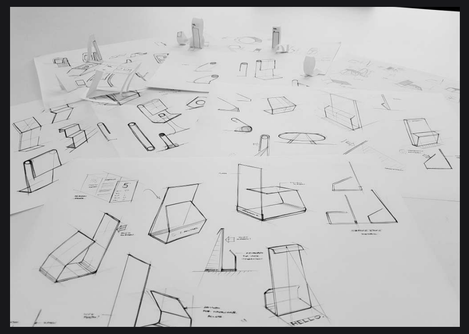
Concept design for two Innovation Centre spaces, exploring how far interactive workplace technology could go.

- Led the concept: a small team of graphic designers, 3D product designers, and visualisers, with the client and stakeholder communication mine.
- Sketched and designed the screen content and product concepts: wall-to-wall interactive surfaces and freestanding modular units, drawn as if headed for manufacture.
- Digital wayfinding screens that greeted visitors by name, offered directions to their appointment, and pinged the route to their device: interaction design before I had the title.
- A pure concept exercise at the client's request, exploring everything from touch interaction to visual augmentation. The ideas outran the budget, which was the point of asking.











Mercedes-Benz

Graphic Design Manager, Harkess-Ord

2015 to 2016 / London, UK

Rollout of the marque's new global identity across 109 dealerships in Australia and New Zealand, designed and approved from London.

- Ran the programme as design lead: marked up every site analysis and wayfinding consideration myself, then designed each site's product placements for sign-off by Mercedes-Benz Australia.
- Led the London CAD and visualiser team producing a bespoke pack for all 109 sites: product lists, schedules, technical specifications, bills of quantities, and 3D visuals for most.
- Quality-checked every pack and communicated each design decision for client approval across the time difference, alongside the senior project manager in the Melbourne office.
- Every product installed through the Australian and New Zealand site programme, keeping one of the world's most recognisable brands precise and consistent at all 109 locations.







Statoil

Wayfinding Designer, Harkess-Ord

2010 to 2011 / London, UK and Oslo, Norway

Wayfinding for a flagship headquarters at Fornebu, Oslo, from first concept sketches to signage installed on site.

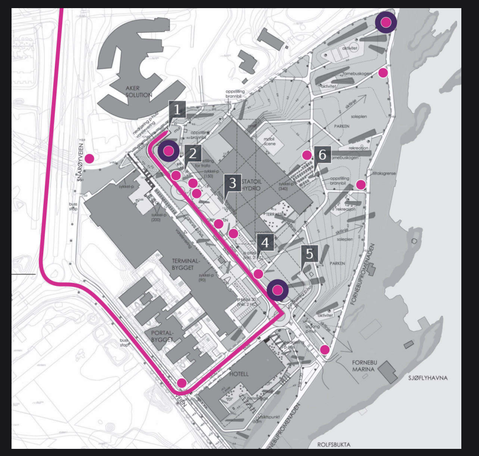
- Helped design the navigation system for the 2,500-person building, reporting to the Head of Design and the Statoil client director, with client workshops mine to run.
- Sketched the concepts and developed the full visual set with a 3D concept artist: exterior monoliths, interior sign family, and interactive kiosks.
- Explored the frontier with the engineering team, from piezoelectric surfaces to holograms and augmented reality, for a client that wanted its headquarters ahead of its time.
- Specification documents issued, products developed for manufacture, and the final scheme installed, with me on hand in Oslo for delivery.











Estabeed Design
Product Designer

Get in touch

Thank you for taking the time. My three product design case studies live in the main portfolio. If you would like to talk about a project, I would be glad to hear from you.

David Esteban, Product Designer

Estabeed.Design
David@estabeed.design