Engineer Brand

Portfolio

Engineering services, with examples of delivered work.

Engineer ApS was registered in 2025. Most of the work shown here was delivered before that by our founder inside client teams; some has been delivered by the company itself, and some since in employment. The same hands and the same standards — we say which is which rather than blurring it.

Find experience worth applying

Use this record to find experience that is relevant to your project.

Explore our services Get in touch →

Read the decisions behind the record

The entries describe delivered work across services. Read a review to see the situation and decisions behind it.

Cases Get in touch →

Browse by category

SOFTWARE ENGINEERING

Frontend Engineering · APIs & Integration · Web Development · Design Systems & UI · UX / UI Design · Testing & QA · Performance Tuning · Python · Internationalization

DATA & DATABASES

Databases · SQL · Data Pipelines (ETL/ELT) · Data Analytics · Data Governance

CLOUD, INFRASTRUCTURE & DEVOPS

Automation & CI/CD

CONSULTING & LEADERSHIP

Product & Requirements | Stakeholder & Reporting | Documentation | Brand & Marketing

Everything below **was delivered** — not proposed, not planned.

Each entry names what the work changed and links the services it demonstrates.

What we offer What it costs →

{ Brand & Marketing }

Brand, Marketing & SEO

Being found and looking the part

A name, a look and a website that turn up when somebody searches for what you sell, and read the same everywhere you appear.

Built the visual identity from 2 drawings

Built the company's icon and favicon sets from two hand-made drawings, with every derived asset regenerated by script and a check that fails when a derived file was committed before its source.

Built a 48-token macOS design system

Built a 48-token design system on the platform's own glass material and wrote the linter that rejects a magic number, a hardcoded font size, or an animation that ignores the reduce-motion preference.

Fixed a sitemap with one shared timestamp

Fixed a sitemap where 172 of 176 URLs shared one modification timestamp, by taking the date from git history after establishing that the export rewrites every file on every run.

Cut the stylesheet bundle from 87 KB to 31 KB

Cut the stylesheet bundle from 87 KB to 31 KB by taking a base64 font out of it, and dropped 756 KB across 22 files that were published on every deploy and referenced by nothing.

Replaced 963 metadata blocks with one graph

Replaced 963 anonymous structured-data blocks that restated the company 1,671 times with one linked graph of 16 types minted from stable origin identifiers.

Closed the colour system at 28 colours

Closed the colour system at 28 documented colours with a linter that fails a value painted but undocumented, documented but unpainted, mis-measured, respelled as a literal, or within a perceptual distance of 0.02 of one already there.

Generated 495 pages from a SQLite export

Generated 495 achievement pages across three languages from a read-only SQLite export, with the page address authored as data so that correcting a sentence no longer moved the page and broke the link.

Replaced 27 font sizes with a 6-step scale

Replaced 27 rendered font sizes whose nearest neighbours were 0.6% apart with a six-step Major Third scale, and wrote the linter that fails the twenty-eighth.

Combined web development with SEO and content

Drove client web success by combining custom website development and design with SEO, content strategy and copywriting.

Brand communication informed by audience response

Used market research and audience feedback to shape Engineer ApS brand communication and outreach.

A consistent identity across channels

Developed Engineer ApS brand identity across offline and online material, connecting the presentation with its engineering portfolio. The founder reports a 200x increase in brand recognition from this work.

Compare your starting point

Choose a comparable piece of work and identify what differs in your own situation.

See what it costs Get in touch →

Discuss a relevant approach

Ask us to turn the relevant experience into an approach you can evaluate.

Explore our services

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Contact card

Carefully Crafted With Love by D.

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