

Would you like to share my creative design universe with your network?

My name is Lars Roug, and I work with design, product development, and visual communication across industries and projects.

I am always looking for new, exciting assignments and collaboration opportunities. Perhaps you - or someone in your network - know a company, organization, or individual who could benefit from my skills? Please feel free to share this presentation or page if you see a potential match.

Over the years, I have built a broad portfolio and worked with both international and Danish companies, as well as smaller startups. My background is in transportation design, but my experience also includes:

- **Product & Industrial Design**
Cars, boats, aircraft (mainly interiors), machinery, products, furniture, and spatial design.
- **UX/UI Design**
Developing user-friendly and aesthetic interfaces and user experiences - making products feel and function intuitively.
- **Graphic Design & Brand Identity**
Creating reports, presentations, brand identities, and visual branding materials.
- **3D Visualization**
Realistic visualizations and models that help turn ideas from concept to reality.
- **Board Work**
Contributing as the creative, strategic, and visually oriented profile - often taking initiative and inspiring new ideas in board settings.
- **Art & Exhibitions**
I also paint and exhibit my own works—feel free to visit for a talk and a tour.

You can read more about my background and experience in my CV:

r-design.dk/roug-english/roug-cv-english.html

Explore My Portfolio

You can easily get an overview of my design projects and cases by downloading my portfolio as a print version (65 MB)

r-design.dk/print/lars-roug-portfolio-hightprint.pdf.

Alternatively, you can view my portfolio directly on my website:

r-design.dk/roug-english/portfolio.html

If you're interested in media coverage and the latest articles about my work, you'll find a press overview

r-design.dk/roug-english/press-overview-roug-design.html



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Industries and Project Types

I work for clients across a wide range of industries - from transportation and industry to creative professions, healthcare, retail, and much more.

Soon, you'll be able to find an overview of industries and example projects on my website.

Selected Projects

For example, I have assisted Nordship Yachts with 3D visualization, which led to increased sales even before production began. I have also designed my wife's psychology practice, which doubles as a gallery—showcasing how I combine design with functionality and atmosphere.

A Solid Foundation for Collaboration

I value an open, honest, and professional collaboration—starting with clear agreements and expectations. This ensures peace of mind and allows us to focus on the creative and value-adding aspects.

I am also open to sparring, cross-industry collaborations, and am always looking to connect with mentors and a potential advisory board. Read more about this on my website r-design.dk/roug-english/about-roug-design.html#dream-team

I am happy to offer internships and have recently had a design intern from Italy in collaboration with a design partner.

Please Share or Recommend

You are very welcome to share this document or send my name to those in your network who might be interested in a collaboration - or who know someone looking for a creative profile. Any introduction or recommendation is greatly appreciated.

Feel free to contact me if you have questions, ideas for relevant contacts, would like more information, or simply want a conversation - perhaps even over a round of golf.

Yours sincerely

Lars Roug
Designer - BA (hons) Transport-Product design

r-design.dk

