

GILESDESIGN

DESIGNING WINNING
SUBMISSIONS FOR
BILLION-DOLLAR
INFRASTRUCTURE PROJECTS

AARON GILES

Strategic design excellence

I'm Aaron Giles — a bid strategist and design leader specialising in infrastructure megaprojects. Over the past two decades, I've crafted submissions for over \$150B+ in projects, from Sydney Metro packages, Western Sydney Airport, Qatar's Doha Metro, Melbourne's Suburban Rail Loop packages and the new Torrens to Darlington (T2D) tunnel in South Australia.

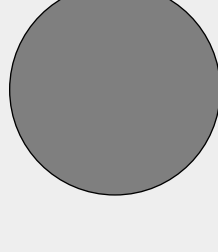


Bid strategy design



Tenders & Strategic Submissions

Winning the work starts here. From digital submissions to printed masterpieces, I design proposals that balance compliance, clarity, and creativity — tailored to the expectations of government agencies and my Tier 1 contractors.



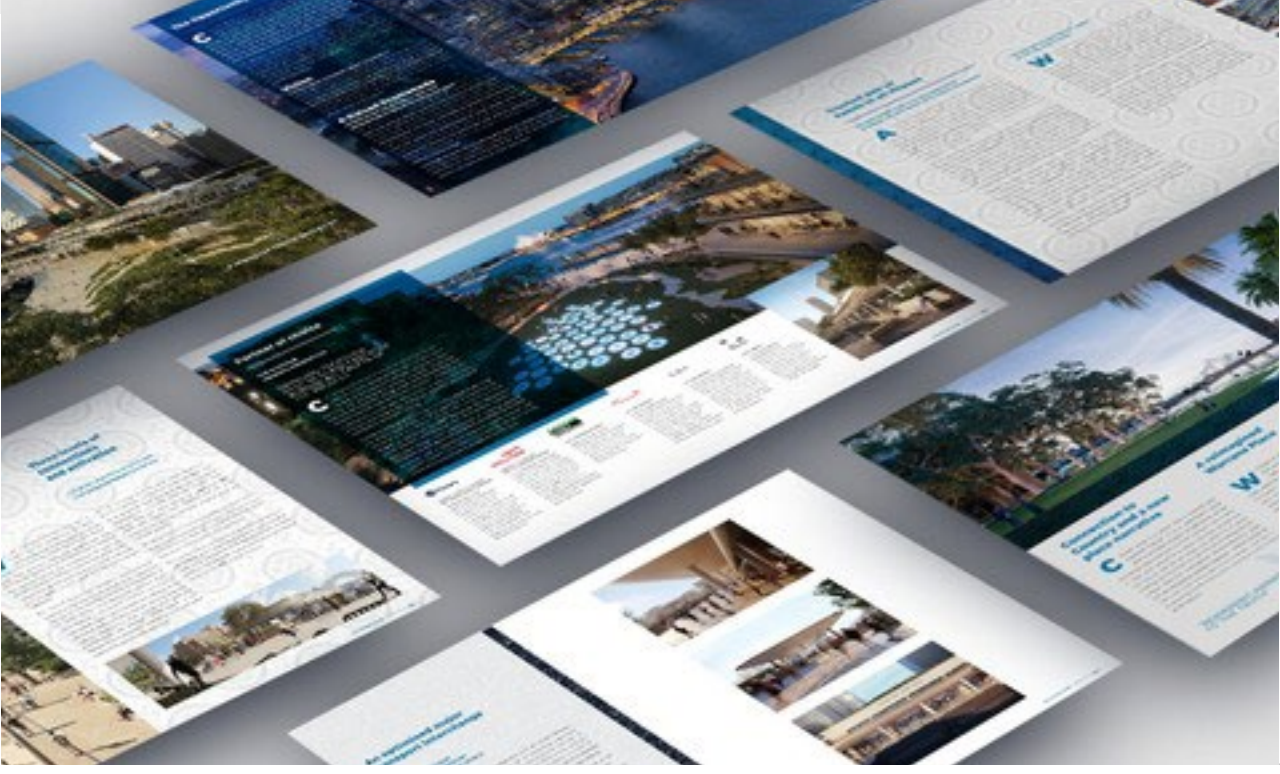
Technical Document Design

Complex made clear. I turn dense technical content into elegant, accessible documents — helping clients from engineering, transport, and construction explain their solutions with polish and precision.



Branding for Major Projects

Strategic brand systems that unify consortium/JV teams and speak with confidence. I create visual identities that align with values, elevate key messages, and resonate with evaluators.



Services

I specialise in high-stakes tenders and strategic submissions, including annual reports, BAFOs, EOIs, IPOs, PPMs, RFPs and more.

These aren't just documents — they're business-critical opportunities. I work closely with clients to craft polished, persuasive submissions that are visually confident, easy to navigate, and strategically aligned with your bid strategy. The result? Documents that don't just tick boxes for assessment criteria — they win work.

I also design a full suite of marketing collateral that gets noticed and gets read. From brochures and corporate magazines to invites, print ads, folders, signage, and map layouts, every piece is built with your audience in mind. It's about striking the balance between clear communication and high-impact design that reinforces brand story — whether it's in a boardroom, inbox, or exhibition hall, and even the Avalon Air Show.

Branding and identity design are at the core of what I do. I create logos, style guides, corporate stationery, hoardings and branded assets that build consistent, memorable impressions.

Whether you need a full identity from the ground up or a brand refresh that sharpens your presence, I deliver visual systems that are not only beautiful but strategic, scalable and built to last.

