

Eliza Fraser

UX DESIGNER

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📁 online portfolio

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As a User Experience Designer, I explore thoughtful solutions that meet the needs of both the user and also the business. Through iterations and seeking to validate hypothesis, I remain curious throughout cycle of UX, always advocating for the user above all. Experienced in contributing to the success of cross-functional teams within both in-house and agency environments

SKILLS

User-centric design thinking

User experience design

Interface design

Graphic design

User research

Usability testing

Persona's

User flows

Information architecture

Wire-frames

Hi-fidelity prototypes

Design languages

Branding & identity

TOOLS

Adobe XD

Figma

Axure RP

InDesign

Illustrator

Photoshop

After Effects

HTML

CSS

AWARDS

The Drum B2B

2020 Winner - JTI Pride

Digital Impact Awards

2020 Shortlisted - JTI Pride

Corporate Content Awards

2021 Shortlisted - JTI Pride

WORK EXPERIENCE

UX Designer, Exertis

May 2021 - Present

- Designed and delivered 12x DTC and B2B e-commerce websites, driving an estimated revenue of +£2m per annum.
- Worked closely with product owners to maintain and refine the UX and UI across 8x existing DTC and B2B websites.
- Streamlined the handover process between the client, UX, product content and developers to improve efficiency and delivery.

UX/UI Designer, Ignis

Aug '19 - May 2021

- Designed 4x progressive web applications from the initial discover phase, UXR, through to completed UI and developer handover.
- Developed advertising campaigns for international brands across both digital and print platforms.
- Contributed to the creative team as a UX, UI and Graphic Designer, using my multidisciplinary background to deliver tailored results.

Graphic Designer, Lion

May '18 - August '19

- Designed digital and print campaigns for 200+ venues across 100+ beverage brands.
- Supported the Creative Director with developing branding for new on-premise venues.
- Developed creative solutions to support the key sales team and off-trade locations.

National Manager, Tarocash

Aug '16 - May '18

- Managed a leadership team of 14x Store Managers and 2x Area Managers to reach and exceed sales targets of +40k per month.
- Trained and supported in-store team members to reach their daily sales targets.
- Worked alongside the Australian National Manager to develop strategic sales plans to grow the New Zealand market.

EDUCATION

UX Design, CareerFoundry

2020-2021

- Studied design thinking techniques to deliver a responsive web applications from initial concept, exploratory research through to high-fidelity prototypes.
- Studied HTML, CSS & Javascript and completed the build on my portfolio website, elizafraser.com

Graphic Design, Shillington

2016