

# Eliza Fraser

UX/UI DESIGNER

📞 07916375553

🌐 [elizafraser.com](https://elizafraser.com)

✉ [elizatfraser@gmail.com](mailto:elizatfraser@gmail.com)

**in** [linkedin.com/in/eliza-fraser](https://linkedin.com/in/eliza-fraser)

---

UX/UI designer with four years experience working as a graphic designer in both in-house and agency design teams.

Experienced in delivering thoughtful and pixel-perfect design solutions within strict project schedules for both digital and print platforms.

## SKILLS

UX design

UI 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

Sketch

InVision

Axure RP

InDesign

Illustrator

Photoshop

After Effects

HTML

CSS

## EDUCATION

### UX Design, CareerFoundry

2020-2021

- Studied design thinking techniques to deliver a responsive web application from initial concept, exploratory research through to high-fidelity prototype.

### Graphic Design, Shillington

2016

- Researched and developed concepts for solo and group projects from brainstorm to print ready artwork.

## WORK EXPERIENCE

### UX/UI Graphic Designer, Ignis London

Aug '19 - Present

- Working independently to design four progressive web applications for Asahi UK, launching in 2021.
- Developed design concepts for international brands which have been used both internally and externally.
- Designed advertising campaigns and rolled out existing designs to digital and print platforms.

### Graphic Designer, Lion NZ

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 NZ

Aug '16 - May '18

- Managed a leadership team of 16 to reach and exceed sales targets on a weekly basis.
- Trained and supported store staff to reach their daily sales targets.
- Worked alongside the Australian national manager to develop strategies to grow the NZ market.

## AWARDS

### The Drum B2B

2020 Winner - JTI Pride

### Corporate Content Awards

2021 Shortlisted - JTI Pride

### Digital Impact Awards

2020 Shortlisted - JTI Pride