

# WADE FRASER

## SENIOR PRODUCT DESIGNER

### SKILLS

- User Interface Design
- User Experience Design
- Interaction Design
- Sketching & Wireframing
- Prototyping
- Usability Testing

### SKILL FIELDS

- IOS & Native Design
- Digital Product Design
- Responsive Design
- Web Design

### TOOLS

- Figma
- Sketch
- Atomic Design Systems
- Adobe Creative Suite
- Jira
- Confluence

### EDUCATION

Interaction Design Foundation (ongoing)

#### UCT

User Experience Design (Short course)  
– Completed with Distinction (Nov 2022)

#### Vega Schools

Introduction to Web Design  
– Completed with Distinction (Aug 2014)

A.A.A. School of Advertising  
Diploma in Visual Communications  
Internship: Aqua Online

#### SCHOOL

Hyde Park High School  
Matriculated 2006

### AWARDS

2014 CAXTON EXCELLENCE AWARDS  
2013 CAXTON EXCELLENCE AWARDS

### REFERENCES

Zaba Gumede (Advertising) - 076 415 5196  
Tshepang (Advertising) - 000 000 0000

### PERSONAL DETAILS

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Nationality: South African  
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### INTRODUCTION

I am determined when it comes to proving myself, I always strive to be the best at what I do. I am motivated by a challenge, and I am constantly working towards improving my capabilities and developing my skill set. I strive to deliver beyond expectations, and I take every opportunity I can to manage or lead a team. I love working, it's empowering and gives me the freedom to learn and grow as a person.

### EXPERIENCE

#### FREETHINKING CONSULTANCY (SEPTEMBER 2021 - CURRENT)

##### **Absa: Senior Product Designer (March 2022 – Present)**

At Absa Home Loans, I have led high-impact projects including site migrations, digital sales platforms journeys, and native app solutions. My role involves end-to-end design leadership, close collaboration with cross-functional teams, and extensive stakeholder engagement to deliver user-centric solutions. We work within an agile framework, utilising two-week sprints for iterative development and improvement.

- Collaborated with an Architect to ensure the feasibility and optimal performance of design solutions.
- Applied comprehensive design thinking methodologies from user research to prototyping and testing
- Leveraged Absa's sophisticated design systems to maintain consistency and quality across projects.
- Conduct usability tests to gather insights that inform design decisions and enhanced user experience.

##### **Momentum Money: Senior Product Designer (January – March 2022)**

At Momentum, I led the creation of a new sub-brand, Momentum Money, offering clients a savings account, focused on financial wellness via a robust transactional platform. We worked within an agile framework.

- Collaborated with the brand agency to ensure consistency and aligned stakeholder goals.
- Applied design thinking methodologies, set vision and goals, conducted competitor analysis, and understood user and business requirements.
- Analysed existing user flows on Momentum Multiply to identify weaknesses and propose a new, information architecture (IA).
- Implemented design explorations, created mid-fidelity wireframes, and developed the start of a new design system, including design patterns and UI components.

##### **NSG: Senior UI Designer (September 2021 – December 2021)**

As Senior UI Designer at the National School of Government, I led the website redesign, transforming it into a dynamic e-learning platform for public servants. Collaborating closely with the team and managing stakeholder engagement within an agile framework.

- Applied design thinking to define project priorities, gather requirements, set vision and goals, and conduct competitor analysis.
- Conducted a thorough content analysis of the existing website to develop a new information architecture (IA) that better served e-learning objectives.
- Created mid-fidelity wireframes and a robust design system, including UI components, design patterns, and content hierarchy.
- Facilitated feedback sessions with stakeholders to ensure the design met user needs and business objectives, resulting in a user-centric e-learning platform.

#### DEMOGRAPHICA (MARCH 2018 - CURRENT)

##### **Head of Design Studio**

- Building an In-House Studio for Demographica's B2B Agency.
- Adding systems, structures & procedures into place ensuring a fully functional Studio. Help to nurture and grow of creatives in their field of expertise.
- Design Head to all Designers.
- Ensuring all artwork created meets CI requirements and standards.
- Overseeing Designers and ensuring they meet deadlines.
- Ensure that quality control and an expected standard of artwork is being produced at all times.
- Signing off on all artwork and ensuring Designers files are DTP checked and print ready.

• ONE THREAD ADVERTISING (NOVEMBER 2014 - FEBRUARY 2018)

### **Senior Graphic Designer & Studio Head**

- Ensuring all artwork created meets CI requirements and standards.
- Consolidating clients needs and making sure they are met.
- Signing off on all artwork, once approved by client and ensuring Designers files are DTP checked and print ready.
- Ensuring all jobs are given to the right designers based on their skill sets and abilities. Overseeing Designers and ensuring they meet deadlines
- Design Head to all Designers.
- Ensure that quality control and an expected standard of artwork is being produced at all times.

### **Middleweight Graphic Designer**

- Create and execute all artwork needed for both ATL and BTL campaigns.
- Brainstorming BIG Ideas and seeing execution through to finish.
- Meeting strict deadline requirements.
- Making sure artwork is checked and ready for print.
- Illustrate when required for the job.

CAXTON MAGAZINES (MAY 2011 - OCTOBER 2014)

### **Graphic Designer in Creative Studio**

- Creating layout of Advertorial from start to finish.
- Create Digital Banner Ads for our Web department.