

WADE FRASER

PERSONAL DETAILS

wadeterryckfraser@gmail.com
071 352 3826
South African
www.wtf-designs.co.za

SENIOR PRODUCT DESIGNER

SKILLS

- UX Research
- Wireframing
- Prototyping
- Usability Testing
- Heuristic Analysis
- Design Systems
- Interaction Design
- Journey Mapping

TOOLS

- Figma
- Adobe Suite
- Sketch
- Jira
- Confluence
- Miro

EDUCATION

GIBS: Strategic Business Consulting

Interaction Design Foundation

- Journey Mapping
- Mobile User Experience (UX) Design
- User Research - Methods and Best Practices

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

REFERENCES

NUMBERS UPON REQUEST

Tracey Williams
Prajay Nathoo

INTRODUCTION

I'm a Senior Product Designer designing high-impact digital solutions for mainly fintech, and government sectors. I specialise in end-to-end product design — from UX research and service mapping to high-fidelity UI and design systems. I'm passionate about solving real user problems, collaborating cross-functionally, and crafting experiences that drive measurable business outcomes.

EXPERIENCE

FREETHINKING CONSULTANCY (SEPTEMBER 2021 - CURRENT)

ABSA: SENIOR PRODUCT DESIGNER (MARCH 2022 – PRESENT)

At Absa Home Loans, I have led high-impact projects which include site migrations, digital sales platform journeys, and native app solutions. My role involves end-to-end design, 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.

- 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 - OCTOBER 2021)

HEAD OF DESIGN STUDIO

Built and scaled an internal studio in a B2B agency environment:

- Introduced workflows, standards, and review systems that improved design quality and delivery.
- Mentored junior designers and owned quality control across all outputs.
- Managed CI compliance and oversaw print and digital delivery for corporate clients.

PREVIOUS ROLES (2011 – 2018)

ONE THREAD ADVERTISING – SENIOR GRAPHIC DESIGNER & STUDIO HEAD

CAXTON MAGAZINES – GRAPHIC DESIGNER