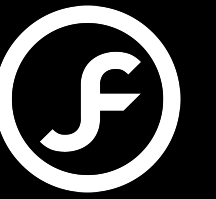


Jez Frazer

Design, Branding & UX,UI



Highly-experienced and award winning multi-disciplinary creative lead with over 20 years of agency design experience leading creative teams across branding, marketing and UX & UI design solutions for multiple sectors.

Bio

London based Creative Director with over 20 years of experience across multiple aspects of the creative industry for large well-established agencies such as Interbrand and Pentagram and Digital Start/scale-ups. Primarily focused in the past 10+ years in Digital/UX & UI but with a well-established and ongoing pedigree in global branding and broad experience across design, marketing and advertising.

Great team player, big on collaboration, not scared of risk but equally respectful of the brief and business needs, great project planner with exceptional communication and organisational skills.

SECTOR EXPERIENCE INCLUDES:

Financial Services, Pharma, FMCG, Sport, Charity, NGOs, Entertainment, Property, News Media, Automotive, Fashion & Cosmetics, Toys, Travel, Telecoms, Music, Students, Social media, Space sector, E-learning, Gamification.

DIGITAL CLIENTS INCLUDE:

Coca-Cola, Brompton Bikes, Nissan, BT, NatWest, McLaren, RBS, The IoD, C&A, Jacuzzi, The Telegraph, The National Gallery of Ireland, AstraZeneca, Lombard Odier, C&A, The Football Association, Sport England, Ubisoft, Universal, Urbanest, ActionAid, Save the Children, Mattel, Dwell, Papa Johns, DairyCrest, Yamaha, Standard Chartered.

DESIGN AND BRANDING CLIENTS INCLUDE:

FIFA, FIFA World Cup 2002/06, FIBA, The ATP Tennis Masters Series, The Caribbean Premier League Cricket, Oxfam, Nissan Automotive, Experian, Kia, AstraZeneca, British Airways, PWC, Natura Cosmetics, Orange, Yohji Yamamoto, Dior, Chanel, Estee Lauder, Phaidon Books, London Records and Factory Records.

Core skills

- Creative Direction
- Design
- Copywriting
- Campaigns
- Branding
- Brand Identity
- Brand Strategy
- Typographic design
- UX/UI Design
- Low-fidelity wire framing
- High-fidelity User Interface design
- UX Workshops
- User Experience testing
- Prototyping
- Journey mapping
- User stories/Use cases
- Front-end and Back-end Development processes
- Business strategy
- Gamification & E-learning
- Motion Graphics
- Infographic design
- Illustration
- Marketing Communications
- Advertising
- Video Editing
- Photography
- Presenting
- Pitching.

Software

Design: Adobe CC including Adobe XD, Sketch, Illustrator, InVision, After Effects, Premiere, Photoshop. Figma, Axure, Balsamiq, Videoscribe, LookBack

Office: MS Office including Powerpoint, Word, Excel. IOS: Keynote, Pages

CMS: Sitecore, Jahia, Umbraco, Sharepoint.

Other: Microsoft Teams, Slack, Adobe Acrobat Pro, Jira, Trello, Miro, Domain registration, SSL certification, Google Analytics, Google AdWords, LinkedIn advertising

Experience

UX & CREATIVE DIRECTOR

Ngoar UK Ltd (8 Years) London, UK (hybrid) Pioneering software solutions and technology company.

Ngoar UK Ltd offers a total end-to-end service, from proof of concept, MVP, consultancy, and strategy through to rapid prototyping, architecture, and design & build.

The company has been operating for more than 14 years across a wide range of industry sectors, from banking and pharma to retail and infrastructure. It has a first-class client list and impressive portfolio of success stories which cover the whole digital spectrum, from bespoke software integration and digital transformation to banking platforms, data architecture and crypto.

Ngoar are renowned for solving complex business challenges and delivering innovative, bespoke solutions through inspired digital thinking.

Highlights

- Appointed as UX & Product Design Creative Director for Ngoar European offices.
- Ran a diverse talented team of UX and UI designers, Animators and video teams covering a wide range of projects
- Customer facing with a sharp focus on understanding user and business needs and strategy.
- Creative lead in new business acquisitions.
- High pitch rate conversion of 85%
- Ran numerous UX workshops with a wide range groups from users to key business stakeholders.

- Embedded with RBS/NatWest for 2 years leading and collaborating with the UX/UI team on various banking platform applications
- Designed, developed and brought to market successful financial based PoC solution.

Ngoar's clients included: **Brompton Bikes, NatWest, Coca-Cola, Lombard Odier, Gray Healthcare Group, AstraZeneca, C&A, Microsoft, BIMA, McLaren, Buddy, Jacuzzi, Antalis, eosolve, Tutumo, VW, Urbanest, The Caffeine Partnership, RIBA, Unilever, The National Gallery of Ireland, Mott MacDonald.**

Experience

DIGITAL CREATIVE DIRECTOR

The Caffeine Partnership (2 Years) London (hybrid).

The Caffeine Partnership is a boutique business growth consultancy that specialise in rapidly growing businesses through a combination of brand/brand strategy, business growth strategy and training in key soft skills.

Highlights

- Appointed Digital Creative Director.
- Responsible for all digital activity including productising training modules for soft skills via the creation and implementation of a new e-commerce platform.
- Regularly engaged directly with C-suite clients in both Digital Transformation workshops to review future trends and develop business growth concepts and brand strategy.
- Designed and created multiple concept applications for Nissan including a gamified application for post graduates and an IOS Nissan Nismo diagnostics app.

Clients included: Nissan, Barclays, Knight Frank, BNP Paribas, Kier Construction and, Frees Bank, Kia Cars.

Experience

DIGITAL CREATIVE DIRECTOR

Flare GHMC (10 Years combined with Flare Ltd) London.

Flare GHMC was created by the acquisition of **Flare Ltd** by **GHMC** (Marketing/Communications company).

Continued building the team and integrating Flare's legacy client base with GHMC's client base, supporting project growth and further developing GHMC's digital profile with projects ranging from e-commerce to campaign microsites to email campaigns and gamified solutions.

Flare GHMC's clients included: **BT Global and Wholesale, Jacuzzi, Mattel, Papa John's, Ubisoft and The Football Association, Nintendo, Unite Students, Samsung, Unite, Urbanest, GoNative, Dairycrest, Black & Decker, The Times Educational Supplement, Cow & Gate, Hill's Pet food, The Good Earth** and others.

DIGITAL CREATIVE DIRECTOR

Flare Ltd (5 Years) London.

Flare Ltd was a digital start-up formed by 2 founding partners and initially consisted of a team of 4. In 5 years this grew to a team of over 35 including designers, developers, video teams and client services.

Flare Ltd had a broad range of clients from multiple sectors across multiple platform applications from e-commerce to e-learning, Viral campaigns and Gamification.

- Developed e-learning and training strategies into successful gamified training platforms for BT.
- Created and deployed immersive online 3d environments for BT, Papa John's, Mattel The Football Association and Save the Children.
- Creative lead on all new business drives including developing concepts and pitching new business to prospective clients.
- Managed successful long-term relationships with key clients offering continual creative strategy and advice.

Highlights

- BIMA Award winner 2004 - Channel 4 Informer
- BIMA Finalist 2005 - Ubisoft late Home

Clients included **BT, Papa John's, Dwell, Sport England, Mattel, Rimmel, Universal, Ubisoft, Mattel, Dairycrest, Channel 4, The Telegraph, Holmes Place, Yamaha, Save the Children and ActionAid.**

Experience

CREATIVE LEAD

Interbrand (6 Years) London.

Interbrand, the global branding consultancy, defined the very nature of what it is to be a brand long before 'brand' became common parlance.

Interbrand took a deep creative and strategic approach to every client understanding the intrinsic value of brands at a strategic, financial and intellectual level.

- Appointed Senior Creative to the London team among a team of 30 designers under a Creative Director.
- Creative and strategic lead on global brand development including **Natura Cosmetics, FIBA, The ATP, FIFA, British Airways, AstraZeneca, Oxfam and The Arab National Bank.**
- Travelled extensively running brand workshops and presenting creative concepts to brands across the US, South America, Europe and Middle East.

DESIGNER

Peter Saville (3 Years) London.
Independent Studio

Worked as a designer in Peter Saville's independent Mayfair studio on projects for **Factory Records, Mandarin Duck, London Records, Electronic, New Order, T.R.U.S.T Dior and Esther Lauder.**

DESIGNER

Imagination (1 Year) London.
Brand Experience consultancy

Worked in Ron Herron's team designing, scoping and developing an online technology virtual expo.

DESIGNER

Pentagram (2 Years) London.
Design consultancy

Worked initially in Alan Fletcher's team on **Phaidon Books** and later joined Peter Saville's team when he became a partner working on **Yohji Yamamoto, Mandarin Duck and Factory Records.**

Education & Interests

BA (Hons) in Graphic Design

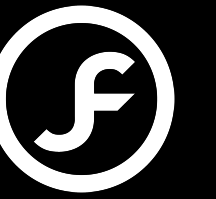
Kingston University (3 Years)

Interests

Cycling, Walking/Hiking, Iaido, General Fitness, Books, Art/Typography, Film, Politics, Physics, Technology, Gaming, Painting, Typography, Socialising

Nationality: British

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& UX,UI



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