

Fraser Louden

UI / Visual Designer

London, United Kingdom

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About Me

A highly self-motivated designer with a passion for digital and 3D design. I believe my focus on UCD intertwined with data informed design gives my work a unique approach.

Born in Paris, my nomadic upbringing allowed me to experience many different cultures and develop into a mindful and culturally aware designer.

I have coached youth Football teams and Snowboarders. My background in sports coaching allows me to be confident and articulate with my ideas which is key to being a successful team player.

Ever since I built my first website aged 15 using Dreamweaver I've held a fascination with digital experiences, this continues to grow and I'm always learning.

Skilled with

- + Adobe Photoshop
- + Adobe Illustrator
- + Sketch
- + Adobe Indesign
- + InVision
- + HTML & CSS
- + Solidworks
- + AutoCAD
- + Wireframing
- + Idea Generation
- + Sketching

Experienced in

- + Javascript
- + Principle
- + Zeplin
- + Axure
- + Rhino
- + A/B Testing
- + Adobe Flash

Education

St. John's School Episkopi

A Level's (ABB)

(September 2008 - June 2010)

Northumbria University

2:1 BA (Hons) Design For Industry.

(September 2010 - July 2014)

Qualifications/Achievements

- + 3 A Levels, 1 AS Level, 9 GCSE's (all A/B)
- + RLSS Lifeguard
- + FA Level 1 Football Coach
- + BASI Level 1 Snowboard Instructor
- + ECDL (IT literacy qualification)
- + Honours Degree in Industrial Design

Work

Lowinfo

Surface Product Designer (Jan 2015 - Feb 2016) - Nottingham

Designers and manufacturers of bespoke concrete products.

- + Research and development of material and production techniques
- + Redesign of samples and packaging.
- + Management of Social Media and Website.
- + Developed an intricate knowledge of concrete and it's chemistry.
- + Development work on the launch of a new product range.

Wren Kitchens

Technical Designer (Feb 2016 - Dec 2016) - Scunthorpe

Producer of British designed and manufactured kitchen and bathroom cabinets and furniture.

- + Using AutoCAD to produce accurate drawings for manufacture.
- + Working with Prototype team to help design future products.
- + Sole responsibility for designing Instruction Guides using Photoshop.
- + Refining instructions with user feedback and stakeholder meetings.

Redeye

User Interface Designer (Jan 2017 - Present) - London

A Digital Marketing Company specialising in Marketing Automation, CRO and UX Services.

- + Working closely with Conversion Rate Optimisation consultants, UX consultants, Solution Engineers and client accounts team to transform ideas into designs.
- + Designing and optimising user interfaces to help prove their effectiveness through A/B testing.
- + Involved in more extensive UCD projects, including wireframing and prototyping for desktop, tablet and mobile.
- + Working with high profile websites by making small page element change to redesign of a set of pages, depending on the brief and recommendations provided by the team.
- + Responsible for the creation of Design team Slack channel and advocating better communication between designers throughout the company.
- + Pushing the use of newer technologies and software we can integrate into our workflow like Zeplin, inVision and Sketch.