

# Fraser Louden

## Product Designer

London, United Kingdom  
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### Work Experience

#### **BT** / Product Designer

FEB 2019 - Current, LONDON

Working in the In-Store Retail squad - we supported the launch of BT back onto the high street. Alongside our user research team, we used a user centred approach to identify our store advisors needs and designed a digital platform to that allowed them to quickly and intuitively process orders and service requests.

#### **WILD AI** / Lead UI/UX Designer

OCT 2018 - FEB 2019, LONDON

Working with an exciting early stage startup in the health-tech space. A key focus on defining the user experience and our brand visuals. I worked closely with the developers to implement the designs and spoke regularly to early adopters to direct our vision.

#### **Brolly** / Lead UI/UX Designer

JAN 2018 - SEP 2018, LONDON

Led the redesign and optimisation of Brolly website, including launch of our online shop. Continually providing visuals for new features on our App. I built and implemented our Design System to ensure consistency across designs and platforms. Worked with key stakeholders on entire app redesign, from research and wireframes to UI design. Organised and ran regular User Testing sessions as well as doing regular competitor analysis and market research.

#### **Redeye** / Visual Designer

JAN 2017 - JAN 2018, LONDON

Working closely with CRO consultants, UX consultants and Engineers. I designed and optimised user interfaces of large international companies to help prove their effectiveness through A/B testing. I also worked on more extensive UCD projects, wireframing and prototyping for desktop, tablet and mobile.

Other:

Wren / Technical Designer (Feb 2016 - Dec 2016)

Lowinfo / Surface Product Designer (Jan 2015 - Feb 2016)

PrintMe3D / 3D Guru Intern (Nov 2014 - Dec 2014)

Blue Marmalade / Junior Design Intern (Mar 2012 - Jun 2012)

### Education

#### **Northumbria University**

Design For Industry (B.Arts)

SEP 2010 - MAY 2014, NEWCASTLE, UK

Designed and built a digital platform with a physical prototype for amputees to customise their prosthetic limbs using 3D printing.

### Myself

Outside of work I'm a keen triathlete and sports enthusiast. I've completed 3 Ironman Triathlons and multiple Marathons. I also have an internationally recognised coaching license for Football and Snowboarding.

### Skills

#### TOOLS

Visual design with Sketch • Figma • Adobe Creative Suite • Motion design with Principle • After Effects • Wireframing with Balsamiq • Axure • Prototyping with InVision • Email design with Mailchimp

#### RESEARCH

Conducting user testing • Usability reviews • Competitor analysis • Affinity mapping • User interviews • A/B Testing

#### DEVELOPMENT

HTML & CSS • Javascript • Bootstrap • React