

Douglas Mackenzie Fraser

I'm a multi-disciplinary designer with over 9 years in-house and corporate experience.


I specialise in:

- Visual identity design
- document setup and templating
- Brand planning from ideation to completion
- brand development and continuity
- Product packaging and 3D mock-ups
- Digital Painting
- Illustration


Skills

- Adobe Creative Suite
- Graphic Design
- Microsoft Office
- Blender 3D software
- Working knowledge of SolidWorks
- Engineering Drawing
- Digital painting
- Illustration
- Artworking
- Motion graphics
- Working knowledge of UX/UI design
- Working knowledge of Wordpress
- Basic knowledge of HTML and CSS

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 Living in London, UK
(Ancestral Visa with right to work)

 From Pretoria, South Africa

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Education

- 2015 **Bachelor of Arts | Industrial Design**
Computer Aided Design (CAD), Engineering Drawing, Manufacturing, Perspective Drawing, Prototyping, Arts & Culture
- 2012 **Matric | St. Albans College**
Arts & Culture, Biology, Science, Mathematics, English, Afrikaans, Life Orientation, Computer Technology
- 2007 **Primary | Bridge House**
Cape Town, South Africa
- Short Courses**
- 2017 User Experience Design | 6 months | University of Cape Town
- 2020 The Digital Painting MEGA Course: Beginner to Advanced (Udemy)
- 2023 Build Websites from Scratch with HTML & CSS (Udemy)

Work Experience

- 2016 - Dec 2017 **Graphic Designer | Gaproc Media**
Collaborated with top South African brands like Telkom, Fouche Motors, Spur, KFC, overseeing rebranding and various digital display initiatives.
- 2018 - Dec 2019 **Graphic Designer | Aveng DFC**
Led company rebranding from logo to website redesign and managed video editing.
- 2020 - Jan 2022 **Senior Graphic Designer | Expert Mining Group**
Sole designer creating impactful designs, videos and presentations for prestigious clients (Anglo Am.)
- Feb 2022 - Sep 2023 (London) **Lead Graphic Designer | Xcellorate Ltd.**
Supported start-ups with branding, social media and events. Oversaw branding for 20 companies, contributed to strategic planning and branding campaigns.
- Sep 2023 - present (London) **Senior Graphic Designer | Williams Lea**
Design client: Rothschild & Co. Team of 10 producing design material for R&Co global distribution.

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