

# About Frazer

## Brand Architect & Service Design Specialist



For about 10 years across 8 industries, I have teamed up with small businesses and worked with ASX-listed companies uncovering and articulating what it means to be a brand in a market where the bar is continuously raised by evolving customer expectations.

I specialise in end-to-end Customer Experience (CX) research, through to design implementation led by design-thinking practices.

Grounded by understanding customer needs, empathetic when understanding business objectives, passionate about beautiful design.

**QUT** B.A. Business – Marketing  
B.A. Design – Interactive & Visual Design

## Key skills

BRAND ARCHITECTURE

SERVICE DESIGN

CUSTOMER EXPERIENCE DESIGN

UX DESIGN

QUALITATIVE RESEARCH & SYNTHESIS

SEO

BUSINESS MODEL DESIGN

RETAIL STRATEGY

WEBSITE DEVELOPMENT

UX RESEARCH

SPATIAL CONFIGURATION

## Some companies I've worked with



Ermenegildo Zegna



**iress**



# Examples of work

A combination of branding, website, strategy and end-to-end.



[cec.com.au](http://cec.com.au)



[houndhealth.com.au](http://houndhealth.com.au)



[amidy.com.au](http://amidy.com.au)



[hunterwholesalejoinery.com.au](http://hunterwholesalejoinery.com.au)



[osteoworks.com.au](http://osteoworks.com.au)



[paralia.com.au](http://paralia.com.au)



[curbos.com](http://curbos.com)



<https://bjr.webflow.io/>



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