

# Frazer McLeod

## Professional Resume

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## Key Areas of Expertise

Customer Experience Design  
Service Design  
UX/UI Design  
Front-end Web Design  
Qualitative Research & Synthesis  
Current & Future State Journey Mapping  
Brand & Marketing Strategy

Queensland University of Technology  
2012 - 2017

Bachelor of  
Business

Major  
Marketing  
(Distinction)

Bachelor of  
Design

Major  
Interactive & Visual  
Design

Client Engagement  
Stakeholder & Project Management  
SEO & Digital Measurement  
Content Curation  
Digital Channel Analytics  
Adobe Creative Suite  
Photo & Videography

## Professional Experience

**The Customer Experience Company**  
**CX & UX Designer | Analyst**  
**June 2017 - Present**



I am an Analyst at a renowned Sydney Management Consulting firm, The Customer Experience Company (CEC). Since June 2017, I have worked on projects for IRESS, Primary Healthcare, The University of Sydney, Keolis Downer [light rail], NSW Department of Planning & Environment, NSW National Parks and Department of Industry: Vocational Education and Training.

I specialise in:

- Project ideation, cross industry best-practice research & synthesis
- End-to-end UX research, through to UX / UI design
- Empathetic design research
- Customer Value Proposition & Principles development
- Current & future state journey mapping
- Insights, personas and archetypes development
- Agile ways of working

**Unilever**  
**Marketing & Brand Development Intern: Streets Ice Cream ANZ**  
**January - February 2016**



Being a part of an incredibly driven Brand Development team for the Streets Ice Cream category, my role entailed carrying out key strategic planning and implementation of new brands to become part of the Streets Ice Cream portfolio.

Key responsibilities included:

- Development of brand & product identities
- Qualitative & quantitative data analysis to strategically analyse industry trends
- Strategic direction based on qualitative & quantitative research data
- Design iterations of products & concept artwork
- Planning, implementation & production of product renderings
- Development of new product prototyping
- Development of product packaging
- Auditing & analysis of digital footprint of Streets Icecream Portfolio, including social media and traditional media channels

**Feels Good Creative**  
**Marketing & Creative Director**  
**May 2013 - August 2017**



Directly aligning with skills and expertise obtained from my current enrolment as a student in Business, Marketing and Interactive & Visual Design, I manage my own freelance business specialising in existing & new small-medium businesses within the local market of Southeast Queensland. Key services include short & long-term business strategy, brand identities, web development & design, photo & videography asset production, digital strategy, social media & performance analytics, customer relationship management & events.

Current & Past Clients Include:

Hilton Brisbane, Belle Property Bulimba, Aurizon, Hoya, Harcourts, The Flying Cock, Grant Thornton, Snackwize, NAB, Blackbird Bar & Grill Brisbane, Osteoworks Brisbane, BSN Nutrition, Unilever

**Aurizon**  
**Digital, Brand & Communications Advisor**  
**July 2014 - March 2015**



Undertaking a cross-functional role in Human Resources and Aurizon's Capability and Brand & Communications teams, my hybrid role as a Brand & Communications advisor to the Capability and Brand and Sponsorship teams within Human Resources entails a range of key responsibilities that have directly aligned with my expertise and professional development obtained from my degree of Business and Interactive & Visual Design.

Key responsibilities included:

- Management of multiple social media channels involving generating and scheduling content for LinkedIn, Facebook, Twitter & YouTube.
- Development and maintenance of a comprehensive content management calendar system for multiple social media channels
- Analytics reporting of web traffic & performance of social media platforms as well as traffic to the external Aurizon Website.
- Coordination of the Aurizon Web Transformation project working alongside Sydney web design agency, Fusion and assisting the governance of the web design process in coherence with the Aurizon brand.
- Involvement & coordination of a series of keynote speeches made by the Executive Leadership Team, involving their individual insights and advice they can provide to the Aurizon community in terms of their current and past functional expertise.
- Generation of info-graphic illustrations for various leadership teams with the intention of interpreting, arranging, communicating and presenting arrays of material in a visually engaging manner.

**Hilton Brisbane**  
**Marketing & Communications Coordinator**  
**July 2015 - September 2015**



The Hilton Brisbane hotel is designed by the renowned Australian architect Harry Seidler. Coupled with its unbeatable location, Hilton Brisbane prestigious brand reputation for where luxury meets unparamounted customer service.

Commencing as a Marketing Coordinator in the form of an internship, after a joint event with Ermenegildo Zegna, my 10-week internship was a valuable learning experience.

Key responsibilities included:

- Management of social media accounts through development of a multi-channel calendar
- eMarketing & ideas generation
- Website management for Vintaged Bar + Grill
- Event photography, videography and media production

**KD Public Relations  
Marketing & Communications Intern  
June 2015 - October 2015**

KDPR is a 12-year old full-service communications agency. Working alongside a team of accomplished brand journalists KDPR helps its clients tell their stories and engage with key audiences through media relations, social media, marketing, editorial, graphic and web design and events.

Key responsibilities included:

- Social media content generation
- Media reports
- Social media analytics & reporting

**Ermenegildo Zegna  
Brand & Communications Advisor  
August 2014 - June 2015**

Ermenegildo Zegna

Commencing in August, 2014, as a part of building first hand experience in alignment with my current tertiary education, I commenced a work-experience role in assisting with the Brand, Communications and Marketing of the Ermenegildo Zegna store in Brisbane. Under the consent and guidance of the head office, located in Sydney, I have built, assisted and facilitated new partnerships with other brands and new pools of customers whilst additionally fostering for existing ones. These included; Sofitel, Brisbane Central, Milani Art Gallery. Woolloongabba and Blackbird Bar & Grill Brisbane.

**Ermenegildo Zegna  
Customer Advisor  
April 2013 - July 2016**

Ermenegildo Zegna

**Blackbird Bar & Grill Brisbane CBD  
Host  
July 2014 - April 2016**



**Aurizon  
Conference Centre Coordinator & Receptionist  
August 2012 - February 2013**



**Boutique Beverages & Segafredo Zanetti QLD  
Sales & Administrative Coordinator  
September 2011 - August 2012**



## Referees:

**Ms Briar Taylor**  
**Unilever: Senior Brand Development Manager**  
+61 412 321 352



**Ms April Whittam**  
**Aurizon: Senior Brand, Marketing & Communications Manager**  
+61 427 468 309



**Ms Yasmin Ercil**  
**Hilton Hotels: Marketing, Brand & Communications Manager: Asia-Pacific**  
+61 418 352 217



**Mr Andrea-Luca Crisci**  
**Ermenegildo Zegna Brisbane Boutique Manager (former)**  
+61 401 402 626

**Ermenegildo Zegna**

\* Referees of current role at The Customer Experience Company available upon request