

Zayd Fredericks

Product designer & Illustrator



United Kingdom



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zaydfredericks.com



07 528 353 511

Experience

Product Designer at Xperiome

Nov '16 - Feb '22 · Full time · London, UK

- Part of the Raremark team building a knowledge bank that we all need, to better understand, talk about, and manage rare disease
- Responsible for end to end lifecycle (discovery to delivery), design system and DesignOps
- Also, contribute to branding and marketing materials

Creative Director at Juice Design Studio

Sep '14 - Sep '16 · Freelance · Nottingham, UK

- Founding the graphic design studio based in Nottingham producing high-quality branding, advertising, social content and print materials
- Role involved meeting with clients, managing a design team and production of digital and print design assets

Graphic Designer at Touch Design

Jul '15 - Aug '15 · Internship · Nottingham, UK

- Work Placement gaining valuable experience working in a studio environment, dealing with clients and deadlines
- The work focused mostly on branding, advertising, social content and print materials

Digital Designer at Kong easyCommerce

May '15 - May '15 · Internship · Nottingham, UK

- Work Placement gaining valuable experience working in a product environment, working with developers and stakeholders
- Work focused mostly on product design, SaaS for Ecommerce and web design

Skills

UX Research · Information architecture · Product strategy · Workshop facilitation · User testing

Design systems · UX design · UI design · Visual design · Interaction design · Prototyping

Illustration · Branding · Advertising · Data visualisation · Social content · Print design

Motion graphics · Video editing · Sound editing

Tools

Research and DesignOps:

MIRO · Google workspace · Notion · Loom · Confluence · JIRA

UX/UI Design:

Figma · Sketch · Marvel · Principle · Invision · Zeplin

Digital, Print and Illustration:

Adobe Illustrator · Adobe Photoshop · Adobe Indesign

Motion & Animation:

Adobe Premiere Pro · Adobe After Effects · Adobe Audition

Education

Bachelor's Degree Graphic Design at Nottingham Trent University

Sep '15 - Sep '16 · Nottingham, UK

Foundation Degree Graphic Design at Nottingham Trent University

Sep '13 - Sep '15 · Nottingham, UK

BTEC Diploma Art Design at New College Nottingham

Sep '12 - Sep '13 · Nottingham, UK

Volunteering

NVQ Workforce Development Team at Nottingham City Council

Jul '10 - Aug '10 · Nottingham, UK

A scheme designed to boost the job prospects of ethnic minorities and was an important part of the Council's Local Jobs for Local People Strategy to increase the number of local residents employed by the Council

Interests

Illustration and printmaking:

Digital illustration · Hand lettering · Screen printing · lino-printing · Woodblock printing

Animation and photography:

Character animation · 2D animation · Photography · Photo manipulation

Languages:

Basic French speaking · Fluent in Mauritian creole