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Ben Frazer

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Ben Frazer

Multidicipline Creative Designer,
Photographer & Videographer

I bridge the gap between strategy and innovation. By translating complex concepts into targeted design solutions, I ensure brand impact across digital, social, traditional, and mixed-media channels.

My approach is anchored by a strong foundation in graphic and print design, ensuring that every project, whether digital or tactile, is grounded in solid design principles. From leading client pitches, leading a team of in-house or project specific designers, directing professional photo/video shoots or delivering detailed visual identities, laying out easy-to-understand brochures, or punchy attention grabbing social media posts, I navigate every stage of the creative process with precision. I am dedicated to maintaining brand consistency across every touchpoint and am constantly asking one important question: **“why?”** to ensure every design choice serves a greater purpose.

Drax generates more energy than the UK's 2 largest nuclear power stations combined



FTI Consulting analysis comparing Drax to the combined generation capacity of Heysham 2 and Torness and the largest 20 gas-fired power stations in the UK (DESNZ Digest of Energy Statistics 5, 11 July 2024)

drax

Drax produces enough power for 5 million homes - that's every home in Scotland and Wales combined



[1] FTI Consulting analysis based on data on the number of households by local authority as recorded in the 2021 Census for England and Wales and 2022 Census for Scotland

drax

Drax Power Station will save consumers between £1.6-3.1bn from 2027-2031



Baringa, 2025

drax

Drax generates more energy than the UK's 2 largest nuclear power stations combined



FTI Consulting analysis comparing Drax to the combined generation capacity of Heysham 2 and Torness and the largest 20 gas-fired power stations in the UK (DESNZ Digest of Energy Statistics 5, 11 July 2024)

drax

drax

Drax

Paid social media posts

The marketing team required a series of social media posts designed and then animated to draw attention to key-statistics regarding their generation.

The brief required it to be simple layout with key statistic highlighted and to grab attention quickly.

You can see the fully animated designs on Vimeo: [Drax Paid Social Media Posts](#) (link opens vimeo)



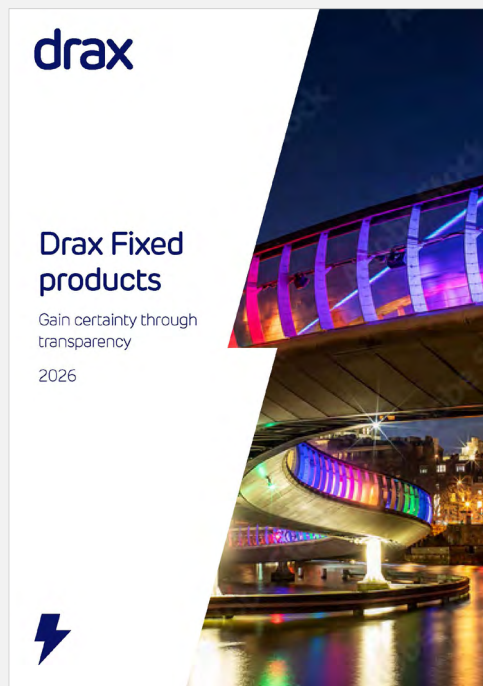
Coca-Cola

Training animations

The Training Department of Coca-Cola wanted some training videos produced that could be used worldwide for their new starters.

The animations once signed off were also translated into 14 languages including Norwegian, Dutch, Swedish and Flemish.

You can see the fully animated videos (English) on Vimeo: [Coke - Training Videos](#) (link opens Vimeo)

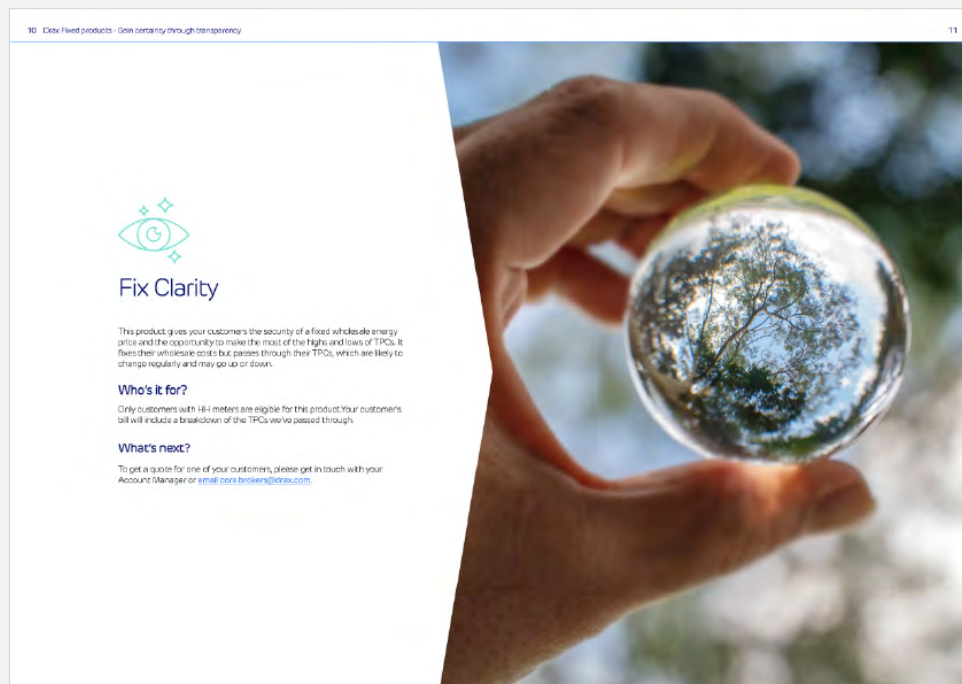


Drax

Fixed Product Brochure

Energy products can be complicated, so the marketing team wanted a compelling new style that navigated away from the “dull” overly corporate imagery and hard lines of their current designs and towards something more engaging.

If you would like to view the full PDF please click [Drax Fixed Product Brochure](#).
(Link opens a new window).



Become part of the community



MARS
University

Introduction to the
Foundational
Learning Journey

MARS

Mars

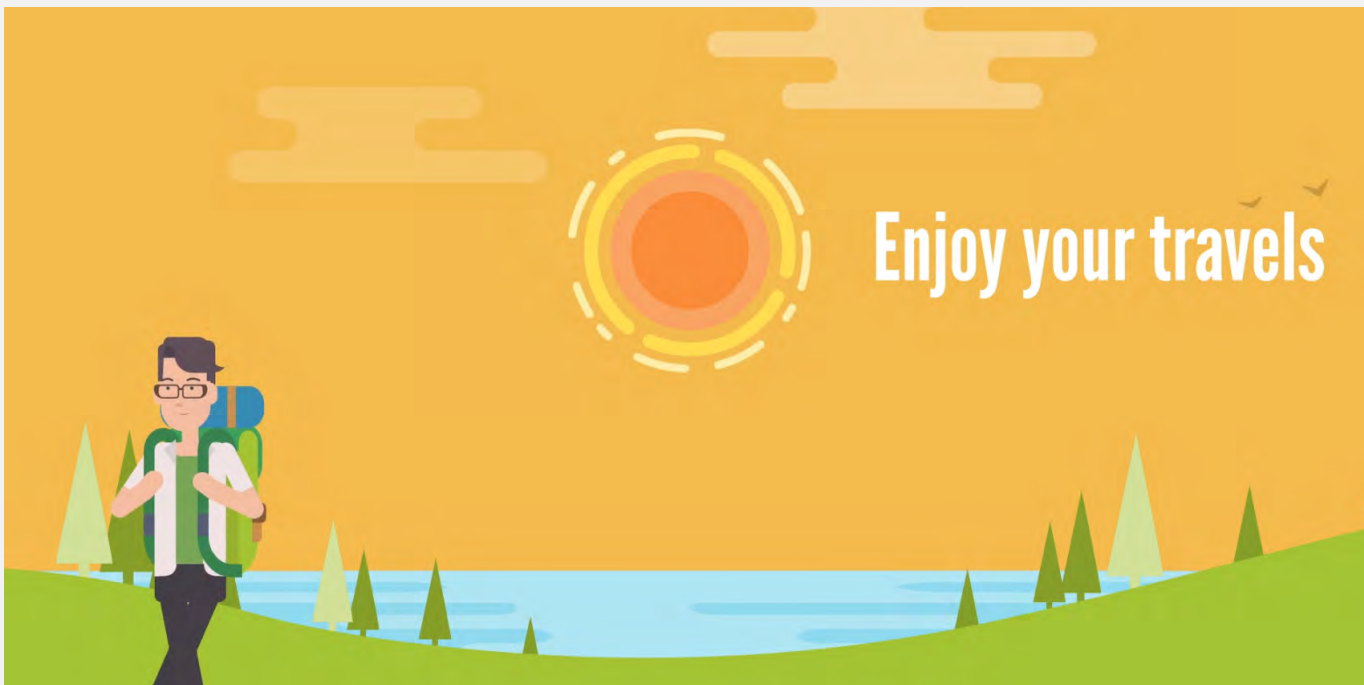
Learning Journey

Corporate Affairs at Mars wanted an simple to understand onboarding animation to show all their new starters.

Based on their brand style and utilising characters to engage with their colleagues using simple language, plenty of “white space” and kept under two and a half minutes.

If you would like to view the full video on Vimeo go to: [Mars Learning Journey](#) (link will open a new window to Vimeo)

Enjoy your travels





[head]



[head] water

Visual Identity & Packaging

[head] is a mineral water company that wanted high-end, clean & contemporary look and feel.

I worked with the [head] team to develop their identity in 5 stages:

1. **Understand** (goals and personality)
2. **Target** Audience (market & user research)
3. **Develop** Visual Identity and Tone of Voice
4. **Implement** (Brand & visual guidelines)
5. **Evaluate** (Review and adapt brand)



Photography

Example photography

I have just completed my Level 4 Photography apprenticeship that I completed with a Distinction - and I am able to provide photography assets.

I can provide:

- Product & studio shots
- Commercial & business headshots
- Performer headshots
- Corporate lifestyle
- Candid shots







Mars

Working Capital Video

Mars required a video explaining their working capital model.

Me and a team of two assistants travelled to Mars to gather the interview footage as well as B-roll.

Each set up was a keylight, Fill and separate mic feed.

If you would like to see the full video on Vimeo please click the link:

[Mars Working Capital Video](#)

(video opens a new link to Vimeo)



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