



# ADRIAN ARCHER

Product Design Lead | UX & CX Strategy | Co-founder at The Empire

Buenos Aires (CABA), Argentina • Remote

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## SUMMARY

Product Design Lead with 7+ years of experience designing digital products end-to-end, from discovery and UX/CX definition to UI delivery and developer handoff. Strong background in user journeys, design systems, and cross-functional collaboration. Experienced working within Scrum and stage-gate frameworks, validating design decisions through prototyping, usability, and baseline accessibility standards.

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## SKILLS

**Product Design (UX/UI/CX):** Discovery, User Journeys, Information Architecture, UX/UI Design, Usability • **Tools:** Figma, Adobe Illustrator, Photoshop, InDesign • **Frontend (basic):** HTML5, CSS, JavaScript • **Languages:** Spanish (Native), English (C1)

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## EXPERIENCE

### the empire — **Co-Founder / Product Design Lead**

**Aug 2022 → Present**

- Lead end-to-end product design across discovery, UX & CX definition, interaction design, UI, and developer handoff for digital products.
- Define user journeys, information architecture, and core flows, translating business needs into clear and usable product experiences.
- Drive design decisions through prototyping, usability considerations, and early validation to reduce friction across key touchpoints.
- Build and maintain reusable UI components and shared patterns, contributing to scalable and consistent design systems.
- Collaborate closely with engineering and stakeholders to align design solutions with technical constraints, priorities, and delivery timelines.

- Validate designs against baseline accessibility and usability guidelines as part of the product design process.
- Work within Scrum and stage-gate frameworks to align design delivery with development cycles and release planning.
- Support implementation with clear documentation, specifications, and design QA during development.

## Endicon Media — **Digital Graphic Designer**

**Sep 2022 → Sep 2023**

- Designed marketing assets for social media campaigns, ensuring brand consistency and platform-ready formats.
- Created responsive email templates using HTML/CSS to support campaign execution and cross-device consistency.
- Collaborated with internal teams to deliver creative assets aligned with business goals and deadlines.

## Freelance — **UX/UI Designer**

**Jan 2020 → Aug 2022**

- Owned end-to-end design for early-stage digital products, turning unstructured ideas into functional, ready-to-launch solutions.
- Worked directly with founders to define MVP scope, key user flows, and priorities from a UX and CX perspective.
- Designed navigation systems and information architecture to reduce cognitive load and improve task clarity.
- Established visual and interaction patterns to ensure consistency between branding and product experience.
- Facilitated co-creation sessions and rapid prototyping workshops to validate ideas early.
- Delivered interactive prototypes, design documentation, and developer-ready assets to support implementation.

## Coinspree — **UI Designer**

**Oct 2018 → Jan 2020**

- Designed UI for a crypto asset platform, focused on clarity, trust, and ease of use across key user flows.
- Translated business and product requirements into wireframes and high-fidelity interfaces.

- Collaborated with product owners and developers in agile sprints from wireframes to final UI.
- Consolidated visual patterns across the digital ecosystem to support design scalability.

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## EDUCATION

### **Interaction Design Foundation (IxDF)**

*Jul 2022 → Jun 2023*

**Courses:** Emotional Design, UI Design Patterns, Human-Computer Interaction, UX Management, Mobile UX, User Research Methods, Design Thinking, Journey Mapping, Data-Driven Design (Quantitative Research for UX)

### **Google UX Design Professional Certificate** - Coursera

*Nov 2021 → Aug 2022*

### **English as a Second Language (ESL)** - College of the North Atlantic (Canadá)

*Jan 2014 → Jun 2014*