



# Adrian Archer

*Digital Experience Designer | Product & UX Strategist |  
Branding & Accessibility*

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## Professional Summary

I work at the intersection of design, product, and communication. My goal is to create digital tools that reduce friction, are easy to understand, and adapt to real needs. I've contributed to products related to mental health, financial literacy, and everyday utility—always aiming for clear outcomes and useful interactions. I'm comfortable moving from research and structure to the visual layer, keeping things coherent and purposeful across the process.

## Experience

*the empire*

### CO-FOUNDER / DIGITAL EXPERIENCE DESIGNER

AUG 2022 – PRESENT

- Design human-centered digital experiences with a focus on clarity, accessibility, and strategic value.
- Lead full-cycle product design: from user needs exploration to final visual delivery.
- Run early-stage validation processes, testing flows and prototypes with real users or representative personas.
- Define and implement reusable design systems to support product scalability and consistency.
- Collaborate with development and business teams to ensure alignment between strategic vision and actual user experience.
- Take part in product decisions that merge user needs with technical feasibility and business goals.
- Promote ethical, iterative, and data-informed design practices throughout product cycles.

*Endicon Media*

### DIGITAL GRAPHIC DESIGNER

SEP 2022 – SEP 2023

- Created adaptable brand visuals for early-stage and scaling companies.
- Coded HTML5 marketing emails, ensuring cross-platform compatibility and brand consistency.
- Optimized visual assets for social media, campaigns, and digital platforms.
- Worked closely with marketing teams to align design outputs with engagement and conversion goals.

*freelance*

## **FREELANCE UX/UI DESIGNER**

**JAN 2020 – AUG 2022**

- Turned unstructured ideas into functional, ready-to-launch products.
- Guided entrepreneurs through MVP design, from user research to flow definition and UI delivery.
- Created intuitive navigation systems to reduce user cognitive load and increase engagement.
- Built visual identities from scratch, ensuring consistency between branding and digital experience.
- Facilitated co-creation and prototyping workshops to validate key ideas in early stages.
- Applied accessibility principles to ensure usability across diverse user needs and abilities.
- Delivered complete design assets with interactive prototypes and developer handoff documentation.

*Coinspre*

## **UI DESIGNER**

**OCT 2018 – JAN 2020**

- Designed the UI for a crypto asset platform, focused on clarity, trust, and ease of use.
- Translated business requirements into clear user experiences.
- Collaborated directly with product owners and developers from wireframes to final interface in agile sprints.
- Consolidated the visual identity across the digital ecosystem, enabling design scalability.

# **Education & Certifications**

*Interaction Design Foundation (IxDF)*

## **CERTIFICATE IN INTERACTION DESIGN AND USER EXPERIENCE**

- Visual Design for Usability
- Accessibility: How to Design for All
- Mobile UX Design
- UX Management
- Human–Computer Interaction
- User Research: Methods and Best Practices
- Journey Mapping
- Data–Driven Design
- Emotional Design
- UI Patterns for Effective Interfaces

*Coursera*

## **UX DESIGN CERTIFICATE – GOOGLE**

*College of the North Atlantic, Canada*

## **ENGLISH AS A SECOND LANGUAGE (ESL)**