



# Zoë Archer

## Product Designer

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### ABOUT ME:

I'm a multidisciplinary product designer & front-end developer, who loves to simplify complex user journeys through the creation of polished and scalable design systems.

### EDUCATION:

**SuperHi** • Various design & programming courses

2017 - present

**General Assembly** •  
Product Management

2016

**The University of Sydney** •  
Bachelor's Degree in Visual Arts (Photomedia Major)

2010 - 2013

### CORE SKILLS:

- Responsive UI Design
- Design systems & component libraries
- Wireframing, site maps & user flows
- Interactive prototyping
- Micro-interactions
- Front-end development (HTML, CSS, Javascript, React, React Native)

### RELEVANT WORK EXPERIENCE:

**Synthetix** • UX/UI Designer & Front-end Developer

Aug 2017 - Sep 2021

- Led the full design processes of a multi-platform ecosystem, with millions of transactions per day and over \$2.5 billion worth of stored value
- Intrinsically involved in every new product and feature from inception to implementation and iteration
- Created and maintained complex, cross-platform design systems and brand guides
- Collaborated with developers, prepared assets and assisted in front-end React programming of apps

**Blueshyft** • UX/UI Designer & Front-end Developer

Aug 2015 - May 2019

- Lead designer of iPad-based Point-of-Sale app installed in 1,500+ physical retail locations
- Led product workshops, facilitated cross-team collaboration, and tested products with end-users
- Created interactive prototypes, designed micro-interactions, and animated advertisements
- Collaborated with developers and assisted in front-end React Native programming
- Spent time in management, sales and operations roles - pitching to clients, engaging stakeholders, analysing performance, creating marketing & training materials

**RelayPay** • Product Designer (Freelance)

Sep 2019 - Nov 2019

- Contracted to provide full UX & UI design for a new payments platform of 30+ responsive pages
- Created wireframes, prototypes and site maps
- Established design system and brand guide for future design & development teams
- Provided guidance for copy-writing and pitches