morgan**archer**

HUMAN-CENTRIC DESIGNER

its.mba

hello@its.mba

PROFILE

I thrive in the gaps between disciplines, bridging design intent, technical reality, and delivery pressure. As a 'Swiss Army Knife' for digital teams, I combine deep technical knowledge with human-centric design methodologies to turn complex problems into shipped solutions. Whether mapping service journeys, prototyping interfaces, or architecting systems, I focus on creating seamless experiences where everything clicks into place; making life easier for users and stakeholders alike.

ROLES

Hide+Seek Digital

Service Designer / Business Analyst

2024 - Present

User Experience systems • Agile Delivery • Collaboration • User Testing • Persona Dev • Accessibility Design • Empathy Design • Workshopping • Business Process Mapping • Data Analysis • Stakeholder Management • GenAI tooling • GenAI Development

Evolve & Amplify

Service Designer / Business Analyst

2022 - 2024

User Research • Journey Mapping • Prototyping • Collaboration • Visual Design • User Testing • Persona Dev • Accessibility Design • Empathy Design • Iteration • Workshopping • Business Process Mapping • Data Analysis • Stakeholder Management • Generative AI expertise

Crucis Group

System Administrator

2019 - 2022

User interaction • Documentation writing • Tutorial writing • Medical systems implementation & training • Stakeholder engagement • Solutions research • Testing and deployment • Solutions deployment

PROJECTS

AFP Intranet Redevelopment

Hide+Seek Digital

Development, deployment and migration of the Australian Federal Police intranet from Sharepoint to Sharepoint Online

Working across the design and development teams I was able to lend my expertise where it was needed any any stage in the project from BA, Design, testing and client management.

Geoscience Australia

Hide+Seek Digital

UI/UX Benchmarking report of eCAT

My role on this project was to conduct a UI/UX benchmarking analysis of data catalogue systems to benchmark Geoscience's eCAT to other offerings available.

Lendlease

Harness Projects

Lendlease wanted to explore solutions to help the community in Darling Square connect.

My 2 pillar solution involved an app for people to connect, interact and share experiences together with a digital screen solution to showcase local artists and work.

SKILLS

Design & Strategy

Service Design   Product Strategy

Systems Thinking   User Research

Information Architecture   Prototyping

Management & Operations

Stakeholder Management   Workshop Facilitation

Agile Delivery   Process Mapping

Technical Feasibility

TECHNOLOGIES

Highly experienced

Figma   AI-Assisted Development   Miro

Jira   Confluence   BPMN

Experienced

Git / GitHub   Terminal / CLI

Homelab / Self-hosting   Swift / SwiftUI

Xcode   Adobe Suite   HTML / CSS

EDUCATION

Certified ScrumMaster

Scrum Alliance

UX Career Launcher

Harness Projects

UX Elevate

AcademyXi

Bachelor of Game Development (Design)

SAE Qantm - Dean's List

Cert IV IT & Networking

Cert III Customer Contact

FUN FACTS!

- I maintain a **Homelab** running Docker & Linux services to learn system architecture.
- I built hyperfixation.dev as a playground for my coding experiments and tinkering.
- I designed and solo-developed **Up Lifting**, an iOS fitness app built with SwiftUI.
- I previously hosted a radio show on JOY 94.9 and spoke at PAX about inclusivity in games.

REFERENCES

Provided on request