Christopher Archer

Graphic Designer · Brand + Visual Identity

Texas · Remote-friendly · archersmedialabs@gmail.com

SUMMARY

Graphic designer specializing in brand identity systems, campaign visuals, and production-ready design. Experienced in building cohesive visual languages across print and digital platforms, with a focus on clarity, hierarchy, and professional execution.

CORE SKILLS

Design
Brand Identity Systems
Logo Design & Typography
Visual Systems & Layout
Print & Campaign Design
Apparel & Merch Graphics

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma

Strengths

Brand-first thinking
Clean, scalable systems
Production-ready files

SELECTED PROJECT EXPERIENCE

Soccer Jersey System - Designer
- Designed a complete home and away jersey system using a unified visual language
- Developed color strategy, pattern geometry, trim details, and sponsor placement
- Optimized designs for motion, photography, and real-world visibility

A-Con Event Campaign - Poster & Instagram Ad
- Created a cohesive print and social campaign from a single design system
- Prioritized fast readability and scroll-stopping impact

Restaurant Logo Concepts - Brand Identity
- Designed three distinct logo concepts built for menus, signage, and digital use
- Focused on silhouette strength, scalability, and legibility at all sizes

Local Newspaper Print Advertisement - Designer
- Designed a real-world print advertisement for a local publication
- Delivered press-ready files meeting production specifications

EDUCATION-Bachelor of Science - Graphic Design - Full Sail University
Expected Graduation: June 2026

A graphic designer who builds clean, scalable visual systems that look premium, communicate fast, and hold up in the real world.