

Chris Jack

Lead Product Designer | Design Manager | Principal Product Designer

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SUMMARY

Twenty-two years in and I have never stopped shipping. Right now I take products from Figma through to deployed code myself, four of them into client codebases this year. Before that I led design teams at Coles, Catch, Target and Myer, and I stayed on the tools in every one of them: running the conversion work at Catch personally while managing eight people, drawing the service blueprints at Woolworths myself, and designing SEEK's iOS and Android apps as the only designer on the project. I want a role where I design as well as lead.

WHAT I HAVE SHIPPED

- Four AI products designed and built into client codebases in the past year, solo, start to finish.
- Sole designer on SEEK's iOS and Android redesign. Mobile job applications rose 75 per cent to 1.5 million a month.
- Ran the checkout, search and filtering conversion work at Catch myself while managing a team of eight. Conversion up 5.2 percentage points.
- Designed the Myer navigation redesign. Conversion up 3.5 percentage points.
- Designed and built the Lucar system alone: workshop floor tablets and a live office dashboard replacing fifty years of paper time cards, shipped in four weeks.
- Released my own products: BirdieBlast, an open-source golf launch monitor connector with twelve games, and Bogey Mates. Plans is in development.

SKILLS AND TOOLS

Figma, prototyping, interaction design, UI design, design systems and React component libraries, iOS and Android, responsive web, user research and usability testing, discovery, journey mapping, service blueprinting, conversion rate optimisation, A/B testing, accessibility and WCAG, working directly with engineers, front-end build, Claude Code, Visual Studio Code, KIMI, GLM 5.2, team leadership, mentoring, hiring, design operations.

EXPERIENCE

StackCraft, Founder and Fractional Design Leader

July 2024 - Present, Melbourne

- Design and build fixed-price AI features, MVPs and internal tools, shipped into clients codebases in four to six weeks. Four delivered in the past year.
- Built Lucar end to end: floor tablets for time capture by thirty-plus workshop staff, a live office dashboard tracking hours against quoted jobs, offline handling and burn-rate reporting.
- Embed with scale-ups one to three days a week, designing alongside their team and coaching their designers.

WooliesX, Lead Designer

May 2024 - July 2026, Fulfilment and Group Experiences

- Sole designer on a large multi-year fulfilment program. Personally built the current and future state service blueprints and customer journeys across systems, operations and stores.
- Took the work from opportunity definition through to an executive-approved business case and a three-year execution plan. Reported to the Group Product and Experience Manager, Fulfilment.

Telstra, eCommerce UX Design Specialist (contract)

November 2023 - April 2024, Melbourne

- Hands-on six-month contract. Analysed behavioural and journey data, found that 24 per cent of the purchases customers wanted to make could not be completed, and designed the conversion work to close the gap.

Catch, Design Manager

November 2022 - October 2023, Melbourne

- Designed the checkout, search and filtering improvements myself while managing eight designers and researchers. Conversion up 5.2 percentage points.
- Took the design system from Figma components to a React component library used by every team in the organisation.

- Mentored designers and researchers across streams, and built the discovery and delivery workflows the wider product practice adopted. Reported to the GM of Digital Experience.

Coles, Group Design Manager

May 2021 - November 2022, Melbourne

- Led design across three C-suite pillar projects: a new web platform, a mobile app, and a third-party marketplace. Supermarket ecommerce sales grew 41 per cent in FY22 and the platform now carries more than \$3.7 billion in annual online sales.
- Ran the design reviews and set the craft bar across six product crews, working in the files rather than only over them.
- Grew the team from 10 people to more than 40 in nine months and built the operating model behind it. Reported to the GM of E-commerce.

Myer, Customer Experience Leader

September 2020 - May 2021, Melbourne

- Designed the navigation redesign that lifted conversion 3.5 percentage points, plus product page and checkout improvements.
- Owned CX, UX and research in the ecommerce leadership team, managing six designers and a researcher, and set up continuous research operations. Reported to the Head of Digital.

Target Australia, Head of UX

March 2018 - July 2020, Melbourne

- Built the UX function from four designers to fourteen, hiring Target's first researcher and first UI designer, while designing on the mobile app and omni-channel work myself.
- Made NPS, CSAT and CES the measures the team worked to, and set UX principles and a career framework. Reported to the GM of E-commerce.

SEEK, Senior UX Designer

September 2015 - March 2018, Melbourne

- Sole designer on the ground-up redesign of SEEK's iOS and Android apps, from discovery and research through to delivery alongside engineering.
- Mobile job applications rose 75 per cent to 1.5 million a month. Account creation, repeat engagement, downloads and app store ratings all lifted.

EARLIER EXPERIENCE

The Walt Disney Company, Senior UX Architect

May 2014 - September 2015, Melbourne

MYOB, Senior UX Designer

July 2013 - May 2014, Melbourne

ANZ, UX Designer

May 2012 - February 2013, Melbourne

Before that, UI and UX design at Sportal Australia (April 2011 to May 2012), Reflex Technology Group (September 2009 to April 2011), and in the education sector from March 2004 to September 2009.

EDUCATION

Bachelor of Arts, Multimedia Design. Australian Academy of Design (Charles Sturt University).