

Callum Flack CV 2026

Design Engineer / Product UI Engineer

[callum.website](#) (code, case studies, writing) / callumflack@gmail.com / Cairns, Australia / Remote

Hire me when the team needs a design engineer who can own the product interface from shape to production: define the workflow, design the UI, and build the React surface without a long handoff chain.

I'm a design engineer and product leader. Designing since 1999, coding since 2011, fluent in both. From fragile idea through prototype, product, and distribution, I shorten feedback loops and nail the details that make UI talk. I'm strongest where product judgment, interface design, frontend architecture, and language need to move together.

Recent: led design and UI build of Vana's Portrait, which grew from launch to 455k users in 9 months; led design and frontend at Cleared from first commit through acquisition. Earlier: ran a web studio for 7 years, and began in brand design at Saatchi & Saatchi London and George Patterson Bates Brisbane.

What I'm Good At

- Turning unclear product direction into clear structure: information hierarchy, workflow sequence, state, speed, and interface copy that helps people know what to do next.
 - Designing in code: React, TypeScript, routing, data fetching, state, and design systems that make UI feel real.
 - Bridging product language, user experience, and technical implementation without slowing delivery.
 - Raising the quality bar through judgment, editing, and direct feedback rather than process theatre.
 - Working in product contexts where trust, context, human judgment, and interface clarity matter.
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Experience

UI Designer + Design Engineer — Vana

San Francisco / Remote, 2025–Now

- Returned to Vana in 2025 after a year of independent work; now designing and building UI/frontend for the personal server and managed AI consent surfaces.
- Working across product language, interface structure, and React implementation where data access, trust, and user context need to be made legible.
- Turning early product direction into usable web surfaces with design and code in the same loop.

Designer & Frontend Engineer — Callum Flack Design / Patternworks

Cairns / Remote, 2024–2025

- Consulted with Patternworks alongside AI and product specialists.
- Designed the Bungee Epic Guide app as [featured by Apple](#); read the [case study](#).
- Continued independent product, web, and design-engineering work for teams needing design taste and production frontend execution in the same loop.

Head of Design & Frontend Engineer — Vana

San Francisco / Remote, 2022–2024

- Led design and UI build of Portrait, a consumer AI image-generation product based on personal likeness, which grew from launch to 455k users in 9 months.
- Led the interface design and frontend implementation for the first year before hiring a designer.

- Streamlined the design-to-development workflow, reducing implementation errors and increasing shipping speed.
- Hired 4 teammates across Engineering and Product.
- Changed product and frontend workflow so design direction, implementation, and task tracking had clearer ownership and faster feedback loops.
- Read the [case study](#).

Head of Design & Engineering; Frontend Engineer — Cleared

New York / Remote, 2020–2022

- Led development of [Cleared](#) from initial commit through to its [sale](#).
- Translated founder-led product direction into technical requirements, UI flows, and implementation plans for the team and external providers.
- Designed and built the core web app for allergy eligibility, questionnaire flow, ongoing pharmaceutical care, and custom Stripe checkout.
- Built and maintained the marketing website that moved customers into the personalised allergy-care product.
- Configured door-to-door drop shipping through external providers and customer database workflows.
- Worked with healthcare product constraints around customer data, eligibility, fulfilment, and secure operational workflows.
- Hired and onboarded six team members, including the Engineering Manager.
- Read the [case study](#).

Designer & Frontend Engineer — Callum Flack Design

Cairns / Remote, 2015–2020

- Ran a web design and development studio for startups, brands, agencies, service businesses, and community organisations across Australia and the US.
- Planned, designed, built, and maintained websites and web apps from brief to launch, often across multi-year client relationships.
- Worked directly with founders, business owners, and stakeholders to define goals, scope, budget, requirements, and launch plans.
- Built the business by word of mouth and work performance, creating 5+ year relationships with roughly 70% of clients.
- Highlights include [Kalaurie ecommerce website](#), [The Library of Economic Possibility](#), and the [Studio Round website](#).

Earlier Design & Frontend Work

Brisbane, Melbourne, Sydney, London, 1999–2015

- **Ward6, Sydney, 2013–2015:** designed and built tablet-based web apps as pharmaceutical sales tools, including rich interactive data visualisation under brand and compliance constraints.
 - **Box+Dice, Melbourne, 2011–2013:** multi-role startup work across brand, UI, and website code for a real estate software company.
 - **Saatchi & Saatchi, London, 2006–2007:** brand and campaign design for Europe-wide lifestyle accounts including Sagatiba.
 - **Focus Consultancy, London, 2004–2006:** brand and marketing collateral to increase ethnic diversity in British Army recruitment.
 - **George Patterson Bates, Brisbane, 1999–2001:** designed and art-directed state-wide outdoor campaigns for brands including Pauls Milk and Ergon Energy.
 - **Record labels, 2007–2015:** art-directed and designed 30+ music LP releases for global independent labels, including labels I co-founded.
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Side Project

Replier

A web app for quickly responding to questions buried in long messages by choosing what matters and removing the rest. Designed and built with Jeremy Wortsman at [Jacky Winter](#) in 2019.

Read the [case study](#).

Selected Writing

- [You can't design a UI without designing the code](#) — why interface quality depends on system structure.
 - [The matter of taste](#) — taste as cultivated product judgment, not preference.
 - [The instantaneous language of beauty](#) — how aesthetics shape attention before words.
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Skills

Frontend — React, TypeScript, Next, Remix, Tailwind, Radix, shadcn, TanStack Query

Product UI systems — routing, async data, state, design systems, interaction details, product copy, information architecture

Backend bridging — REST APIs, GraphQL, Supabase, Hono, Express, CMSs, Stripe

Design — Figma, Adobe, sketching, typography, visual systems, brand, critique, questioning, listening

Collaboration — daily demos, written progress updates, direct critique, async handoffs

Education

2018 — Building a Second Brain, 2nd cohort

1998 — Bachelor of Visual Art in Graphic Design, Queensland College of Art, Australia