

# Callum Flack CV 2024

## Frontend Engineer & Product Designer

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A design engineer with 12 years of experience in web development and product design, and over 20 years experience in graphic design and branding. I work best as the glue between design possibility and the reality of technical implementation.

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## Experience

### Designer & Frontend Engineer — Callum Flack Design

*Cairns, 2024–Now*

- Consulting as [Patternworks](#) with a cohort of AI and product specialists
- Designed the Bungee Epic Guide app as [featured by Apple](#); read the [case study](#)

### Head of Design & Frontend Engineer — Vana

*San Francisco / Remote, 2022–2024*

- Led design and UI build of "Portrait", an AI image generation app
- Successfully led design and UI build of the initial release of Portrait ahead of schedule to explosive growth: 0 to 455k users in 9 months
- Streamlined design-to-development workflow, reducing error and speeding up implementation
- Led the user interface design and code execution for my first year before hiring a designer
- Hired 4 team mates across Engineering and Product teams
- Introduced new product collaboration method to the product team, TanStack Query and Tailwind to the frontend stack, and Linear task manager to both Product and Engineering teams
- Read the [case study](#)

### Head of Design & Engineering; Frontend Engineer — Cleared

*New York / Remote, 2020–2022*

- Led the development of [Cleared](#) from initial commit through to its [sale](#)
- Effectively communicated and translated founder-led ideas into technical requirements for the development team and to external providers
- Created a web app to determine a customer's allergy eligibility and provide monthly pharmaceutical care using a questionnaire and algorithm, integrated with custom Stripe checkout
- Configured door-to-door drop shipping with external providers via the customer database
- Ensured the web application and customer databases complied with HIPPA security standards
- Hired and onboarded six team members, including the Engineering manager
- Built the marketing website to funnel customers to a personalised allergy care system based on provided brand guidelines and website designs
- Read the [case study](#)

## **Designer & Frontend Engineer — Callum Flack Design**

*Cairns, 2015–2020*

- Website design and development for start-ups, brands, agencies and service businesses both small and state-wide across Australia and the US
- Worked with founders, business owners, and stakeholders to define goals, scope and requirements to match their budget and needs
- Designed, built and maintained website codebases attached to business databases over multi-year contracts
- "A tiny team creating big things with a can-do attitude". Built my business entirely by word of mouth and work performance, creating 5+ year relationships with 70% of my clients using the simple mantra of "how can I help?"
- Highlights include [Kalaurie ecommerce website](#) (website design and build over 6 years on Shopify Storefront), [The Library of Economic Possibility website](#) (design and development of an economics research tool using bi-directionally linked knowledge system) and the [Studio Round website](#) (rebuild and management over 3 years)

## **Brand & Graphic Design — various record labels**

*2007–2015*

Art directed and designed over 30 music LP releases for half a dozen global independent music labels, including one I co-founded.

## **Design & Frontend Engineering — Ward6**

*Sydney, 2013–2015*

Created tablet-based web apps as pharmaceutical sales tools, creating rich interactive data visualisation experiences, designing with guidance from brand guardians.

## **Design & Frontend Engineering — Box+Dice**

*Melbourne, 2011–2013*

Multi-role high intensity design across brand to UI, and website code for a Real Estate start-up.

## **Brand & Graphic Design — Saatchi & Saatchi**

*London, 2006–2007*

Several Europe-wide brand campaigns for lifestyle brands such as Sagatiba.

## **Graphic Design — Focus Consultancy**

*London, 2004–2006*

Worked on brand and marketing collateral to increase the ethnic diversity of the British Army.

## **Brand & Graphic Design — George Patterson Bates**

*Brisbane, 1999–2001*

Designed and art-directed several state-wide outdoor billboard campaigns for lifestyle brands such as Pauls Milk and Ergon Energy.

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## Side Projects

### Replier

A web app that lets you quickly respond to questions buried in long messages by choosing what's important and removing the rest. It helps one to avoid losing important info in the vortex of chat messages and email chains. Designed and built in collaboration with Jeremy Wortsman at [Jacky Winter](#) in 2019.

Read the [case study](#).

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### Skills

**Frontend** — React, Next, Remix, Tailwind, Radix, Shadcn, The TanStack suite (React Query), Vue, Svelte

**Backend bridging** — REST APIs, GraphQL, Convex, Supabase, Hono, Express, Dato, Sanity, Payload

**Design** — Figma, Adobe, sketching, questioning and listening

**Collaboration** — Slack, Linear, Confluence, Notion, Slab, G Docs

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### Education

**2021** — Epic React (with Kent C Dodds), online course

**2018** — Build A Second Brain, 2nd cohort, online course

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