Callum Flack
Web Engineer & Designer in Cairns, Australia
callum.website

About

Design + code. Vision + details. Fingerspitzengefühl + scenius.

Contact

Website   callum.website

Twitter   callumflack

GitHub   callumflack

Work Experience

2015 — Now   Frontend Engineer & Designer at Callum Flack Design
                Cairns, AUS

                Web design & dev consultancy for brands, agencies and
                community across Australia and the US. Highlights
                include:

                - Kalaurie ecommerce website. Design and development of
                  several website versions (Shopify Storefront API then
                  Shopify Hydrogen) over 6 years, focussed on expressing
                  the Kalaurie brand experience without compromising on
                  the customer journey. Read the case study.

                - The Library of Economic Possibility website. Design and
                  development of an economics research tool for both
                  professionals and enthusiasts. Intended to energise
                  community conversations and, as users drill down, to
                  work as a bi-directionally linked knowledge system. Read
                  the case study.

                - Studio Round website. Website rebuild, CMS and
                  performance strategy, and website management over a
                  three year period 2019-2022. Read the case study.

                - My website. Please check out further case studies on my
                  site. It is also open-sourced here.

| 2022 — 2024 | Frontend Engineer & Designer at Vana |
| | San Francisco, US / Remote |

- Led design and frontend of "Portrait", a flagship image generation AI product
- Part of a small team that enhanced and maintained Portrait toward explosive growth: 0 to 455k users in 9 months
- Hired 4 team mates across the Engineering and Design teams
- Introduced new features and iterated existing features across Portrait in response to research and analytics
- Introduced the "Shape Up" method to the product team
- Introduced TanStack Query and Tailwind to the frontend stack
- Championed move to Linear for task management, establishing a single source of truth for engineering work
- Read the case study

| 2020 — 2022 | Frontend Engineer & Designer at Cleared |
| | New York, US / Remote |

- 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
- Built and maintained a marketing website to funnel customers to a personalised allergy care system based on initial brand guidelines and website designs
- Design, built and maintained a web app to determine a customer's allergy eligibility and provide monthly pharmaceutical care using a questionnaire and algorithm, integrated with a custom Stripe checkout
- Successfully hired and onboarded six team members, including an Engineering manager
- 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
- Integrated customer re-engagement systems such as drip email campaigns
- Read the case study

| 2013 — 2015 | Frontend Engineer & Designer at Ward6 |
| | Sydney, AUS |

Design and development of web apps for healthcare services & products

1999 — 2013	Graphic designer at Saatchi & Saatchi, Goerge Patts, and various other nice places around the world Melbourne, London, Brisbane My past life as a graphic designer

Side Projects

2018	Replier Quickly respond to questions buried in text by choosing what's important and removing the rest

Writing

2023	The difference between iteration and prototyping Iteration and prototyping are not the same thing but they're related over time during a build process. To determine which method you're using, ask yourself are we trying to test a solution or are we trying to release a solution?
2021	Do the grid fins still fold in? During a tour of SpaceX rocket-building facility, Elon Musk delivers an excellent distillation of his 5-step build process — question assumptions, eliminate excess, focus on essentials, speed up development, and finally, automate. A masterclass in problem priorisation that is widely applicable.
2018	Creativity starts with love and theft Making something new doesn't happen by magic. An irresistible itch has to be scratched, love has to be found. An accidental essay about the missing triggers in the creative process, inspired by my years of collecting soul 45s.
2018	The instantaneous language of beauty We rely on the pre-verbal language of aesthetics to sense our environment before we can think. We are naturally attuned to beauty because we innately know it represents a higher possibility of worthwhile information.
2018	The matter of taste When business hinges on the user experience and how products make people feel, success or failure is often a matter of taste. But only when one understands taste as intuitive knowhow, not subjective preference.

Education

2017 — 2017   Build A Second Brain
                   Online

                   Second cohort participant. Fantastic to be part of the
                   initial "scene" around digital note-taking.

1995 — 1999   Bachelor of Visual Arts in Graphic Design at Queensland
                   College of Art
                   Brisbane, Australia