Christopher Jordan

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Summary

Senior Product Designer with 10+ years of experience in e-commerce, responsive web, and internal tools. I lead end-to-end product design, combining visual craft, interaction design, research, and experimentation to drive measurable business results.

Experience

Huckberry — Senior UX/UI Designer · Apr 2021–Present

- Owned the end-to-end redesign of checkout, introducing guest checkout while preserving account and returning-customer flows; increased mobile orders by 6.6%, with a projected $4.5M in annualized incremental revenue.
- Owned the redesign of global navigation and its merchandising tools, replacing two admin workflows with one built on the product hierarchy and bringing the full catalog into navigation; shaped the editor direction with engineering.
- Led UI design and front-end build of franchise Guide and Shop experiences that drove $1M+ in revenue in 45 days, with Guides delivering 2× the results of standard brand pages.
- Designed new in-cart bundling and gift recommendation modules; bundling lifted AOV 3.67% and product revenue 6.33%.
- Led visual and motion design for immersive storytelling experiences, using scroll-triggered animations and responsive layouts to bring pages to life.
- Maintain and evolve Huckberry's design system and visual language across customer-facing experiences and internal tools, creating reusable patterns that support consistency and new product needs.
- Design and build landing pages, campaigns, and front-end improvements in HTML/CSS and Huckberry's React codebase.
- Partner with product, engineering, data, e-commerce, and marketing from problem definition through launch, using research, A/B testing, and AI-assisted workflows.

Texas State University — UX/UI Designer · Jun 2018–Apr 2021

- Owned the design of web experiences across Texas State's digital ecosystem, working with departments from early strategy through production.
- Redesigned the CMS editing experience for 500+ non-technical editors, replacing open-ended layouts with guided, accessible prebuilt sections.
- Contributed to shared design standards that improved consistency and accessibility, helping Texas State rank #1 in website accessibility among universities with 20,000+ students.
- Led consultations and training with internal teams, translating technical and design requirements into workflows they could use independently.

Nine15 — E-commerce Designer · Dec 2016–Jun 2018

- Led Shopify storefront design for e-commerce brands, from discovery through launch, including landing pages, campaigns, and email.

Poetic Systems — Jr. Designer · Nov 2015–Oct 2016

- Designed web, mobile, and native app experiences for client projects, from research and wireframes through prototyping and launch.

Links

Portfolio:
chrisjordan.design

LinkedIn:
linkedin.com/in/cjordan830

Skills

Product & Strategy

Product Thinking, Systems Thinking, Experimentation, Data Analysis, User Research, Usability Testing

Design & Craft

UX/UI, Interaction Design, Motion Design, Visual Design, Prototyping, Design Systems, Accessibility

Web & Implementation

HTML/CSS, React/Next.js, Responsive Web, Front-end Implementation, QA

Tools & AI

Figma, Webflow, Microsoft Clarity, Eppo, Claude Code, Google Stitch

Education & Training

AMA — Marketing Conference
Brad Frost — Design Systems Conference
Austin Community College — Advanced HTML/CSS
The Iron Yard — UI/UX Design Graduate