

Christopher Jordan

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Summary

Senior UX/UI Designer with 10+ years across product, web, and e-commerce. I design and ship digital experiences across customer journeys, internal tools, design systems, and the web, combining product thinking, visual craft, and hands-on HTML/CSS.

Experience

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

- Own UX/UI design across Huckberry's digital experience, spanning commerce, internal tools, design systems, and campaign-driven web.
- Led the end-to-end redesign of checkout, introducing guest checkout while preserving account and returning-customer flows; increased mobile orders 6.6% and drove an estimated \$4.5M in annualized revenue.
- Led the redesign of global navigation and merchandising tools, connecting navigation to the product hierarchy while preserving curation.
- Maintain and evolve Huckberry's design system across customer-facing experiences and internal tools, creating reusable patterns that support consistency and new product needs.
- Design and build custom landing pages, campaign experiences, and front-end improvements, working hands-on in HTML/CSS and Huckberry's React codebase from design through production.
- Partner with product, engineering, data, e-commerce, and marketing from problem definition through launch, using research, experimentation, business context, and AI-assisted workflows to move from idea to shipped experience.

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

- Designed and improved web experiences across Texas State's digital ecosystem, working with departments from early consultation and strategy through design and production.
- Designed workflows and reusable UI components for internal CMS tools, helping non-technical teams manage content across a large distributed web presence.
- Contributed to shared design standards and systems that improved consistency and accessibility across university web experiences.
- 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 website design for Shopify e-commerce clients, working directly with brands from discovery and strategy through design and launch.
- Designed responsive storefronts, landing pages, campaigns, emails, and reusable templates in close collaboration with developers.

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

- Designed web, mobile, and native app experiences across client projects from research and wireframes through visual design, prototyping, QA, and launch.
- Collaborated with project managers, developers, and clients throughout strategy, design, and implementation.

Links

Portfolio:

chrisjordan.design

LinkedIn:

[linkedin.com/in/cjordan830](https://www.linkedin.com/in/cjordan830)

Skills

Product & Strategy

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

Design & Craft

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

Web & Implementation

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

Tools & AI

Figma, Adobe Creative Suite, Webflow, Claude, 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