

Christopher Eyles

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer and Design Leader with 6+ years delivering end-to-end product design across SaaS, marketplace, fintech, and content platforms, backed by 20+ years in visual print & digital design. Experienced in shaping product strategy, leading discovery, and driving design system practice at scale. Proven partner to product, engineering, and stakeholders, balancing customer, business, and delivery constraints to produce measurable outcomes. Recognised for elevating design quality, improving cross-functional workflows, and embedding human-centred thinking within agile product environments.

CAREER HIGHLIGHTS

- Design leader with ownership across strategy, discovery, design, and delivery
- 6+ years Product Design & UX/UI; 20+ years visual and digital design
- Led design system initiatives improving scalability and design-to-development alignment
- Proven impact on growth, engagement, and commercial outcomes
- Trusted cross-functional partner across product, engineering, marketing, and stakeholders
- Recognised for elevating design practice, workflows, and product quality

SKILLS

Product Strategy & Discovery

End-to-end product design (discovery → delivery), opportunity framing, MVP definition, design thinking, agile product teams, stakeholder facilitation, workshops, and roadmap contribution.

Human-Centred Design & UX

User research, interviews, usability testing, synthesis, data-informed design, Accessibility (WCAG), experimentation, optimisation.

UI & Interaction Design

High-fidelity UI, interaction design, responsive systems, prototyping, design documentation, visual hierarchy & craft.

Design Systems & Scale

Design system leadership & governance, component libraries, tokens, documentation, design-to-development alignment (Storybook), scalability & consistency.

Collaboration & Leadership

Cross-functional leadership, stakeholder alignment, workshop facilitation, design advocacy, mentoring & design quality guidance.

Business & Delivery

Data-driven decision making, experimentation, balancing business / customer / delivery constraints.

AI & Emerging Tools

Applied agentic AI tools to support discovery, design thinking, and rapid design task workflows

EXPERIENCE

Senior Product Designer - ASICS DIGITAL | APR 2026 - PRESENT

Leading end-to-end product design across ASICS Digital's global wholesale platform, driving strategic initiatives from discovery through to delivery. Partnering closely with product and engineering leadership to define opportunities, shape product direction, and deliver scalable, high-quality digital experiences.

Founder/Owner - Shoryuken Labs | JAN 2026 - PRESENT

Building AI-driven product concepts, digital experiences, and experimental startup ideas focused on automation, UX, and emerging technology. At Shoryuken Labs, I explore rapid product prototyping, AI-assisted workflows, and lean startup execution, combining product strategy, UX/UI design, visual design, and hands-on experimentation to turn ideas into working products quickly.

Senior Digital Experience Consulting - DIGERATI | APR 2025 - DEC 2025

- Owned end-to-end digital experience design across multiple client domains.
- Led discovery and stakeholder workshops to define problems, scope opportunities, and priority alignment.
- Designed scalable UI systems and architectures improving usability and long-term maintainability.
- Partnered across clients, developers, and stakeholders to balance business needs with user outcomes.
- Provided design leadership ensuring consistency, quality, and delivery alignment across projects.

Senior Product Designer - DRIVE | 2023 - 2025

- Owned and delivered strategic product design initiatives across a high-traffic marketplace platform.
- Led major experience improvements aligning customer needs with commercial and growth objectives.
- Led design system restructuring, improving scalability, consistency, and design-to-dev workflows via Storybook.
- Partnered with product, engineering, and marketing to shape ideas from discovery through release and iteration.
- Led research, prototyping, and validation activities reducing delivery risk and improving decision quality.
- Contributed to year-on-year marketplace growth through conversion and lead optimisation initiatives.

Lead Product Designer - STREEM | 2020 - 2023

- Led design practice, transitioning the organisation from Sketch to Figma and establishing scalable workflows.
- Owned and delivered Stroom's strategic rebrand, aligning product experience, visual identity, and UI systems.
- Drove design system maturity improving cross-team consistency and delivery efficiency.
- Partnered with product and engineering leaders to scope, design, test, and ship new product initiatives.
- Elevated design quality and design-to-development alignment across squads.

UX/UI Designer - HAY FINANCIAL SERVICES | 2019 - 2020

- Contributed to the launch of Hay.co, a mobile-first neobank product.
- Led qualitative research and validation improving decision-making and reducing product risk.
- Designed and delivered strategic features supporting engagement and growth.
- Improved end-to-end customer journeys across product and brand touchpoints.

UX/Product Design Engagements - (UX Transform @Academy XI) | 2019

- Delivered research-led UX/UI across real products in short, outcome-focused engagements.
- Ran discovery sessions (interviews, journey mapping, synthesis) to identify user needs and define MVP scope.
- Produced prototypes and facilitated usability testing to validate solutions early and reduce delivery risk.
- Collaborated with cross-functional stakeholders to prioritise findings and translate insights into actionable design recommendations.

Print, Digital Design & Leadership - News Corp Australia | 2004–2019

Progressed from Junior to Senior through graphic design, digital design, UI, and design leadership roles in high-pressure newsroom and commercial environments. Delivered high-impact editorial and commercial digital experiences for major national brands, balancing speed, quality, and stakeholder needs at [news.com.au](https://www.news.com.au). Established digital style guides and visual standards to improve consistency and execution across teams and channels at the Daily Telegraph, Herald Sun, CourierMail and Adelaide Advertiser.

Led and supported designers through feedback, coaching, and quality review; partnered closely with editorial, product, engineering, and commercial stakeholders to deliver outcomes.