Christof Ulbrich

SENIOR PRODUCT DESIGNER

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I'm a Senior Product Designer with 20+ years across SaaS, fintech, and agtech - from advertising art direction to product leadership. I'm at my best leading design at the intersection of complex problems and real users, and I'm looking for work where design has a genuine seat at the table.

Skills

- Product design / Product thinking
- Design systems & component libraries
- Data-informed design
- Agile / Shape Up workflow
- Stakeholder communication & presentation
- Visual & interaction design
- User research / Usability testing
- Workshop facilitation & design sprints
- Applied AI tooling (Figma AI, generative prototyping)
- Figma, Adobe Creative Cloud, Claude, Lovable

Experience

Senior Product Designer

Jan 2023 – Jun 2026

AgriWebb

Agricultural SaaS, Sydney

- Initiated and led 44 internal interviews over two months, surfacing a systemic finding - users exposed to back-end logic rather than intuitive workflows - that directly shaped the CPO's strategic focus on closing value loops
- Led end-to-end product design across web and mobile (iOS/Android), translating genuinely novel farming workflows - including features like Grazing planning, pasture rotation mapping and livestock (mob) movements into intuitive experiences for a global user base
- Designed and prototyped an AI feature that turns voice, text and photo inputs into structured farm records; built an interactive prototype in Claude Code on existing design system components and handed it to engineering within a single sprint
- Evolved AgriWebb's bespoke design system (Figma/Storybook), serving 3 designers and 21 engineers across web and mobile
- Conducted continuous user research with farmers and farm managers across Australia, US, UK and Brazil - synthesising interviews and feedback in Productboard, and using Mixpanel and Datadog to inform data-driven design decisions
- Contributed to AgriWebb's academic partnership with UTS on Project Forecaster, bridging research and product teams through documentation and presentations
- Mentored junior designers and championed accessibility and user-centred design practices across the business
- Part of a team that grew NPS steadily to 58 over three years - considered very good for B2B SaaS

Experience (continued)

Visual Design Lead (1835i / Creative Lab) 2021–2022
Senior Visual Designer (ANZi) 2019–2021

ANZi / 1835i

ANZ's innovation & venture lab, Melbourne/Sydney

- Delivered rapid design ideation and brand development for startups and entrepreneurs through the 1835i accelerator
- Established brand guidelines and foundational design systems across the 1835i portfolio
- Led design for DataCo and Propps through to successful spin-out, and established the 1835i brand identity

Senior Visual Designer 2013–2019

Commonwealth Bank (CBA)

Australian multinational bank / Retail Banking & Digital Experience, Sydney

- Designed the UI/UX and infographics for Benefits Finder, turning 360+ government rebates into a five-question tool that connected Australians to more than $1.2 billion in unclaimed benefits across 2.2M+ claims
- Designed the UI/UX and data visualisation for the CBA–Melbourne Institute Financial Wellbeing Scale, a first-of-its-kind public survey that beat launch targets by 136% with 88% completion
- Designed UI for native mobile, tablet, and responsive web across CommBank's flagship digital banking products
- Contributed to CBA's digital design language (pictograms, storytelling); initiated shared UI asset library 'Honeycomb'
- Built and led video & photography capability; produced 50+ internal videos and facilitated filmmaking workshops
- Team recognition: Canstar 2019 Mobile Bank of the Year (4th consecutive year) · Online Bank of the Year (10th consecutive year) · Forrester #1 banking app in Australia, #3 globally · CEO Team Award for Benefits Finder · Good Design Award · Canstar Innovation Excellence Award 2020

Digital Art Director 2009–2013

Lavender, Sydney

Independent Advertising Agency, Sydney

- Developed digital concepts across web, kiosk, mobile, apps and social for Westpac, IKEA, American Express, Microsoft, and Jacob's Creek
- B&T Interactive Agency of the Year 2012 · Multiple ADMA, AIMIA, MIDAS & Caples awards · New York Festivals 2014 Finalist

Training

Master of Fine Arts	University of Arts Berlin
Illustration	St Martin's School of Art London
Video Editing	Australian Film, Television and Radio School Sydney
AWARD School Certificate	News Limited Sydney