

Christopher Lackey

Senior Product Designer · Design Lead

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ETHOS

To make the daunting or seemingly inaccessible into an inviting and simple experience that empowers anyone with the ability to do the near impossible.

GOAL

Hands-on design lead with 20 years in fintech, enterprise infrastructure and AI products, including seven at NetApp. Takes products from ambiguous idea to shipped experience: leading design across product, engineering and UX, prototyping and building personally, and keeping ambitious concepts grounded in what teams can actually ship. Most recently led some of NetApp's first AI interface work and originated an AI-agent concept that became a core strategic direction.

HIGHLIGHTS

NetApp

AI agent concept

Conceived and prototyped a unified AI-agent app at a UX hackathon. The idea moved from "years away" to a **core strategic direction for the organization**.

NetApp

AI interfaces

Lead designer on the company's first AI interface proofs of concept, SmartSolve and Active IQ, **both showcased at the Insight conference**.

Fidelity Investments

Mobile app

After the mobile relaunch, including the redesigned Markets and Research sections, **app downloads and unique visitors rose 25 to 35 percent year over year**.

Fidelity Investments

Proofs of concept

More than a dozen unplanned ideas and proofs of concept **became shipped products or features**, along with two patent filings.

Apptopia

Analytics products

Four months of new product work, including app templates and analytics, **grew revenue 20 percent month over month**.

NameMedia / Afternic

Afternic.com

Designed and built the new Afternic.com in under a year; **the business was acquired by GoDaddy for tens of millions**.

OffiSync

Web design

Designed the web presence for a startup **later acquired by Google**.

EXPERIENCE

NetApp

Senior UX Designer · Dec 2018 – Jul 2026 · Waltham, MA

- Lead designer on proof-of-concept AI interfaces for SmartSolve and Active IQ, among the first AI design work at NetApp; both were showcased at the Insight conference.
- Originated and prototyped a unified AI-agent mobile app at a UX hackathon: a health dashboard, contextual chat with smart entry points into data, AI-generated step-by-step guides and persistent memory. The concept was adopted as a core strategic direction for the organization.
- Designed the Kubernetes monitoring experience in Cloud Insights, from the cluster overview down to node, pod and container detail, including how operators drill into a problem.
- Designed the Infrastructure Health dashboards and multi-level detail views, balancing an at-a-glance view of system health with the detail of how scores are calculated and how to improve them.
- Drove adoption of the Console Blueprint design system across projects while the guide was still being written, and presented Figma's early AI tooling to the full UX organization ahead of its wider use.
- Built working relationships across distributed product, engineering and UX teams, and advocated for a grounded design process as AI-generated requirements became common.

Endurance International Group (Constant Contact)

Principal UX Designer · Jun – Dec 2018 · Waltham, MA

Fidelity Investments

UX Designer / Information Architect · Jun 2015 – Dec 2017 · Boston, MA

- Led projects from concept through delivery: interactive prototypes for proof of concept and user testing, then specs and day-to-day collaboration with iOS and Android engineers.
- Designed the Research, Markets, Quick Quote and onboarding sections of the iPhone, iPad and Android app.
- Designed the Apple TV app from concept to launch on a 30-day schedule to ship alongside the new hardware, and its second version, which included a patent filing.
- Led emerging-platform planning and design: virtual reality, augmented reality, and AI/ML on-screen and voice interactions, including an AI/ML approach to contextual research that was filed for patent.
- Introduced interactive native prototyping as a team workflow and trained designers on it; rebuilt the Design Panel used to share work with developers.
- More than a dozen unplanned ideas and proofs of concept became products or features.

GoDaddy

Senior Designer, Aftermarket Lead Designer · Apr 2014 – Jun 2015 · Greater Boston

- Led wireframing, prototyping and design for the overhaul of how customers manage their domains.
- Led planning and design of the domain aftermarket overhaul: the storefront and Domain Investor Pro, portfolio tools for large domain investors, including the product rollout plan pitched to leadership.

Apptopia

Director of UI and UX · Nov 2013 – Mar 2014 · Boston, MA

- Led, designed and built the front end for Apptopia's new app analytics and insights products: the website, the customization wizard and the report output, plus the branding, from planning and wireframes to final code.
- Shipped the app templates and analytics features behind 20 percent month-over-month revenue growth.

SKILLS

- **Design:** product and UX design, information architecture, interaction design, design systems, data-dense dashboards and visualization, mobile, TV and web, branding and print.
- **AI and emerging platforms:** AI-assisted and agentic interfaces, voice and on-screen AI/ML interactions, VR and AR planning, judging AI concepts for technical feasibility.
- **Prototyping and build:** Figma, high-fidelity interactive and native prototypes, HTML, CSS and JavaScript; comfortable working in code alongside engineers.
- **Leadership:** leading design on cross-functional teams, stakeholder alignment, mentoring, training and knowledge sharing, and carrying projects from concept to launch.

TEACHING AND COMMUNITY

- Part-time faculty at Emerson College, 2014 to 2019: taught web development for electronic publishing, HTML and CSS.
- Pro bono graphic and web design for Massachusetts causes.

NameMedia (Afternic)

Lead Senior Front-End Designer and Developer · Jan 2012 – Nov 2013 · Waltham, MA

- Designed and built the new Afternic.com end to end, from mapping and wireframes through the complete front end, working with product, back-end engineering and QA. Afternic was acquired by GoDaddy.
- Redesigned and implemented the internal domain valuation tools, with a focus on large-scale data and accessibility.

EARLIER

Cold Spring Design

Lead Designer and Developer · Aug 2007 – Jan 2012 · Sutton, MA

Designed, built and maintained more than 50 websites for small and mid-sized businesses across Central Massachusetts as the client-facing lead, and delivered five presentations on effective web design, including one at the New England Business Expo.

Commareus

Founding Partner, Lead Designer and Coder · 2006 – 2007

Designed, built and maintained more than 20 websites.

Freelance

App, web, UX and interaction design and development · 2006 – present · Greater Boston

Clients have included Zinio (reading app concept and pitch, 2015), JBS Partners (brochure sites, 2014) and OffiSync (web design; later acquired by Google).