

Jermaine Craig

Design Engineer

About

I design and build digital products, from first sketch to working software. My background spans product design, front-end engineering and AI automation, with experience at M&S, Thread and Cardano.

I run Other Shapes, where I design and deliver software and automation for clients. I also founded Kwanda, a fund for African community projects.

Work Experience

2025 – Present

Founder & Design Engineer, Other Shapes ↗

I design and build software and AI automations for businesses, taking projects from understanding the problem through interface design, development and delivery.

2023 — 2025

Senior Product Designer, Marks & Spencer ↗

I led design for Personalised Discovery, bringing Thread's personalisation technology into the M&S shopping experience. My work covered outfit builders, style advice and AI-powered shopping experiences.

2021 — 2022

Product Designer, Cardano ↗

I designed interfaces for governance, grants and voting, helping people understand proposals, delegate voting power and decide which projects received funding.

2019 — 2021

Product Designer → Senior Product Designer, Thread ↗

I designed shopping experiences for the Growth team, using customer research and product data to understand where people got stuck and improve their journey.

2018

Front-end Engineer, Mystery Vibe ↗

I led front-end engineering at Mystery Vibe, alongside design work for startups in London and San Francisco.

2016 – 2017

Lead Product Designer, Feedr ↗

I was the lead product designer at Feedr, a London startup providing group catering for companies. My main job was making sure a whole team could eat together, whatever their diets, so no one felt left out.

I designed the system, the experience and the interface for feeding large teams with different tastes and needs.

2015

Lead Designer, Shortlist ↗

I was the lead designer at Shortlist in Palo Alto. My main job was to bring human recommendations to hiring online, cutting the cost and time of filling senior roles in finance.

I rebuilt Shortlist's visual identity and designed its mobile and desktop apps.

2009 – 2014

Freelance Designer ↗

I built brand, advertising and digital experiences for the likes of Bartle Bogle Hegarty, NHS, Harrow Council, Universal Music, Sony Music, Puma, Adidas.

Selected builds

2026 — Cogitable · AI agents that test websites ↗

2026 — Olma · Private dictation app for Mac ↗

2025 — Pad · Scratch pad one keystroke away ↗

2021 — Kwanda · Community funding platform ↗

Contact

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