

Coby Chapple

Experienced product designer, design leader/manager/coach, and detail-oriented full-stack developer

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WORK EXPERIENCE

Radix

Head of Developer Ecosystem

April 2022–June 2022

- Hired to plan and execute a global, multi-year strategy to transform the Radix DeFi developer community from a small passionate tribe into a strong, innovative, and thriving DeFi developer ecosystem for the Radix blockchain platform, centered around the Scrypto smart contract language.

Intercom

Group Design Manager

October 2018–April 2021

- Managed designers across all five London teams. Established design review structure, team rituals, hiring & onboarding, performance/career growth and process coaching, etc. Promoted to group-level role for Human Support group, partnering with Group PM and Group EM to shape strategy, roadmapping, etc.
- Drove project delivery for our biggest coordinated launch ever (11 teams, across 3 offices), coaching designers taking point on system design for core new functionality, whilst also covering on product side while GPM was on paternity leave.

Senior Product Designer

September 2017–October 2018

- First hire for London office. Helped set culture and hire subsequent roles at all levels.
- Led design on biggest ever redesign of Messenger to date, from concept and system design, adapting teammate workflows, through to final visual details, motion design, etc.
- Drove design direction and launch of Resolution Bot, an experiment in productising ML technology to automatically answer ~20–30% of inbound support queries across our customer base.

GitHub

Design Manager

October 2015–February 2017

- As the design team grew, I stepped up to help manage the team. Managed and coached 5-6 reports across product design, marketing design, and design systems.

Senior Product Designer

June 2012–February 2017

- Early member of GitHub's product design team. Worked on many key features and workflows, including web flow functionality, quick pull requests, branch list, onboarding explore, help wanted, reblame, project boards, Jekyll docs site, internal tools, etc.
- During my time on core team, I was 13th highest overall contributor to the GitHub.com codebase by commit count (incl. all engineers + designers, 2012–2016). Commit count isn't everything, but it's at least some proxy for my comfort designing and working in code.
- Frequently represented GitHub internationally at public events and conferences, speaking on design, remote work, GitHub culture, and open source.

Seth Godin's altMBA

Coach for EMEA cohorts

2016–2018

- After completing the program as a student, I was asked to join the coaching team to help run the European timezone cohorts for future iterations of the program over the next 1.5 years.

EDUCATION

Seth Godin's altMBA

Cohort 3 · Received Perkins award for most outstanding body of work

2016

Deakin University

Bachelor of IT (majoring in Network Security & Cryptography)

2012