



Corina Reitemeyer

Senior Product Designer

📍 Wellington, New Zealand (open to relocate)

📞 (+64) 0279 200 744

✉ corina@corina.org

🔗 [LinkedIn](#) | [Portfolio](#) | [Github](#)

- **Senior Product Designer (6–7 years)** specialising in **AI-driven UX & Design Systems**, creating scalable, consistent user experiences.
- Skilled in scalable UX solutions, AI transparency, workflow automation, and intuitive AI-human interaction models.
- Bridges UX, business strategy, and technology, ensuring AI-powered products are intuitive, ethical, and scalable.
- Builds & scales design systems, streamlining workflows and enhancing efficiency, consistency, and developer collaboration.
- Detail-oriented, curious, and strategic, solving complex UX challenges through iteration, research, and systems thinking.
- Skilled in UX strategy, prototyping, accessibility (WCAG), and data-informed design, driving measurable impact.
- Blends UX, technical feasibility, and product strategy with full-stack development & data analytics awareness.
- Empathetic communicator & mentor, breaking down complex ideas—whether teaching UX, guiding stakeholders, or coaching dance students.
- Passionate about learning & communities – currently a Cuban Salsa Dance Instructor in Wellington.

Core Expertise

UX/UI Design & AI-Driven UX

Skilled in accessible, responsive design (web & mobile), prototyping, and usability testing. Builds scalable design systems and AI-driven workflows and product features.

Design Systems & Scalable UX

Builds and maintains scalable, reusable design systems to improve efficiency, consistency, and implementation.

UX Strategy & Product Thinking

Aligns UX with business goals, user needs, and data insights to create intuitive, scalable products.

Cross-Team Collaboration

Experienced in Agile workflows, stakeholder management, and design sprints to align UX with product and engineering.

Data-Informed Design & Research

Proficient in usability testing, A/B testing, UX metrics, and accessibility (WCAG) to refine UX through data-driven insights.

Full Stack Web Development Awareness

Strong understanding of industry standard web development tools, enabling seamless collaboration with developers.

Experience Summary

Dev Academy Aotearoa — Technical Facilitator

July 2024 – December 2024

Supported and mentored full-time coding cohorts, providing hands-on technical assistance and taught students the fundamentals of design thinking and UX principles.

Optimal Workshop — Product Designer

July 2022 – December 2023

Provided technical leadership in improving the design system and led the design of a templates feature for UX research, enhancing user onboarding and retention of the overall product.

Ministry of Education

Senior UX/UI Designer — August 2021 – July 2022

UX/UI Designer (Contractor) — April 2019 – August 2021

Championed the establishment of the design system and provided UX expertise across teams, contributing and leading the development of user-centred products and mentoring junior designers and graduates.

Hiplee (Frankie AI) — Web Designer

June 2018 – April 2019

Blackeye VR — Digital Product Designer

March 2018 – June 2018

Umajin — Mobile App Creative Designer

November 2017 – February 2018

New Zealand Micrographics Services — Web Developer

November 2016 – February 2017



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Key Attributes

Growth Mindset

Thrives in dynamic environments, continuously learning and embracing challenges with curiosity.

Detail-Oriented yet Strategic

Designs thoughtful, user-centred solutions while aligning with the broader product vision & strategy. Dedicated to crafting intuitive, accessible, and impactful user experiences driven by empathy and research.

Empathetic Communicator

Simplifies complex ideas into clear, tailored messages for diverse audiences.

Collaborative & Adaptive

Experienced in hybrid and remote Agile teams, excelling in collaboration while working independently when needed.

Confident Problem-Solver

Proactive, self-driven, and focused on delivering value through experimentation and iteration.

Data-Informed Thinker

Combines creativity and analytics to craft evidence-based designs that deliver measurable outcomes.

Personal Projects

AI-Driven Product Design – Inkwell AI

Designed a concept for an AI-powered content creation app with a focus intuitive AI-human interactions. Applied UX strategy and prototyping to enhance AI decision-making while ensuring ethical design.

Full-Stack Development – [Ritmo](#)

Designed a mobile-first dance learning app, integrating full-stack development with UX/UI principles. Built with React to create an intuitive, scalable experience.

Detailed Experience

Dev Academy Aotearoa – Technical Facilitator

July 2024 – December 2024

- Taught UX fundamentals to software engineer students and supported workshops/lectures, ensuring a smooth learning experience for students transitioning into tech.
- Mentored students, providing technical support and constructive feedback to improve their understanding & skills.
- Assessed assignments and offered feedback to enhance technical skills and problem-solving abilities.

Optimal Workshop – Product Designer

July 2022 – December 2023

- Designed and launched the [templates feature](#) for UX Research and IA Studies, providing structured guidance and best practices for research projects.
- Applied qualitative and quantitative insights, along with evaluative testing, to optimise features and improve engagement.
- Led technical improvements and enhancements to the existing design system, ensuring scalability and consistency.
- Advocated for UX best practices, driving stakeholder buy-in and adoption of key features, positively impacting customer onboarding, education, and retention.
- Worked closely with product, marketing, and engineering to align UX strategies with business and user needs.
- Provided technical support via Git for design reviews, streamlining developer handoff and accelerating implementation.

Ministry of Education – Senior UX/UI Designer

August 2021 – July 2022

- Led and owned the [design system](#) establishment project for the Ministry of Education, ensuring product consistency and alignment with the wider digital strategy.
- Provided strategic UX consultation to business units, driving collaboration and informed decision-making.
- Applied user-centered design principles and WCAG standards through user research, empathy mapping, journey mapping, personas, wireframing, and prototyping, shaping both new and existing products.
- Engaged with educators and conducted user research, usability, and accessibility reviews to identify key challenges and opportunities, proposing solutions that improved user experience and compliance.
- Mentored junior designers and Govtech graduates, fostering skill development and promoting UX best practices.



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Technical Skills

Design & Prototyping Tools: Figma, Adobe Creative Suite (including Adobe XD), Axure, Pencil & Paper

Research & Testing Tools: Optimal Workshop, Maze, Dovetail, Hotjar, Lookback.io, Google Forms

Collaboration & Project Management: Atlassian JIRA, Confluence, Notion, Slack, Miro, FigJam

Development Tools & Languages: HTML, CSS, Tailwind CSS, TypeScript, JavaScript, React, Node.js, RESTful APIs, SQLite (with Knex.js), Git, GitHub, Vitest, Supertest, Superagent, Test-Driven Development (TDD), npm, Skypack, Express.js, Dokku, Content Management Systems

Data Analytics & Visualisation: Google Data Studio, BigQuery, Tableau, SQL, R (Posit Studio), Excel/Google Sheets, CSV files, Data Storytelling, crafting dashboards and reports to present actionable insights from data

AI/ML & Emerging Tech: AI-focused UX design, AI transparency & ethics, Conversational UI, AI automation, Familiarity with OpenAI APIs, VR/AR concepts

Accessibility: Expertise in WCAG standards and implementing accessibility compliance in designs, WAZE, WebAIM, Stark, Axe Devtools.

Interests

Latin Dancing — teaching, stage performance

Reformer Pilates

Travel Photography

Learning Languages — currently: Korean

Nationality & Languages

Nationality

New Zealand & German citizenship (with Australian work rights)

Languages

English (native) & German (native)

Qualifications

Make:Iterate — UX Strategy Blueprint

February 2025

Google Career Certificate — Data Analytics

August 2024 - November 2024

Dev Academy Aotearoa — Level 6 Certificate

Applied Software Development

March 2024 - July 2024

Massey University — Bachelor of Design (Hons)

Visual Communication Design

February 2014 - November 2017

Side Projects

Salsa Therapy — Cuban Salsa Dance Instructor

June 2022 - present

salsatherapy.co.nz

Hackathons NZ — Co-Founder

April 2019 - January 2022

[HackathonsNZ LinkedIn](#)

Awards

Best Awards — Bronze | Student Interactive Category

September 2018

bestawards.co.nz