



Corina Reitemeyer

Senior Product Designer (Full-Stack)

📍 Wellington, New Zealand (open to relocate)

📞 (+64) 0279 200 744

✉ corina@corina.org

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

- **Senior Product Designer (6+ years)**, specialising in **UX, Design Systems, and AI-driven experiences**.
Creates scalable, accessible, and intuitive digital products that simplify complexity and improve usability.
- Brings experience across startups, SaaS, and government, designing products that enhance workflows, user interactions, and efficiency. Builds scalable design systems that support consistency, collaboration, and faster development, reducing design debt and improving implementation.
- Solves UX challenges through prototyping, research, and iteration, driving higher adoption, engagement, and workflow efficiency. Strong in UX strategy, accessibility (WCAG), and ethical design, ensuring products are usable, inclusive, adaptable, and impactful.
- Combines UX expertise with technical knowledge to align user needs with feasibility. Collaborates with engineers to create well-integrated, scalable designs that support smooth development. Leverages full-stack awareness to bridge design and implementation while using data analytics to validate user research insights.
- Enjoys mentoring, sharing knowledge, and building community—supports designers, contributes to the tech industry, and teaches Cuban Salsa in Wellington, blending structure and creativity in both design and dance.

Core Expertise

UX/UI Design & AI-Driven Product Design

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.

Precise 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 Product Design – Inkwell AI (in Progress)

Designing an AI-powered content creation app to help users ideate, write, and edit faster with confidence. Applying UX strategy and AI principles to enhance AI decision-making for a seamless and ethical experience.

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