



# 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, AI-driven experiences, and scalable design systems. I thrive on simplifying complexity—designing AI-powered workflows and UX frameworks that make technology more intuitive and valuable to users.
- Excited about shaping how AI enhances digital experiences, building seamless, scalable systems, and bridging UX with engineering, data, and product strategy. I am looking for a team that is driven by impact, values UX strategy, technical collaboration, and data-informed design to build high-impact products.
- I have experience across startups, SaaS, and government, designing products that enhance efficiency, workflows, and user interactions.
- Outside of work, I teach Cuban Salsa, mentor designers, and attend tech events in the community.

## Experience

### Dev Academy Aotearoa — Technical Facilitator (Jul – Dec 2024)

- Taught UX fundamentals to software engineering students, supporting workshops and lectures.
- Mentored students, providing technical guidance and constructive feedback.
- Assessed assignments, improving students' technical and problem-solving skills.

### Optimal Workshop — Product Designer (Jul 2022 – Dec 2023)

- Designed and launched the UX Research Templates feature, helping researchers conduct structured studies more efficiently.
- Used qualitative & quantitative insights to optimise features, increasing user engagement.
- Led technical improvements in the design system, ensuring scalability and team adoption.
- Drove stakeholder buy-in for UX best practices, improving onboarding, education, and retention.
- Provided Git-based implementation support, streamlining collaboration and reducing dev churn.

### Ministry of Education — Senior UX/UI Designer (Aug 2021 – Jul 2022)

- Led the establishment of a scalable design system, ensuring product consistency and efficiency.
- Provided UX strategy & consultation, aligning design decisions with business goals.
- Applied WCAG & user-centred design principles to research, ideation, wireframing, and prototyping.
- Conducted user research & usability testing with educators, improving accessibility and experience.
- Mentored junior designers & Govtech graduates, fostering UX skill development and best practices.

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### Ministry of Education — UX/UI Designer (Contract) (Apr 2019 – Aug 2021)

### Hiplee (Frankie AI) — Web Designer (Jun 2018 – Apr 2019)

### Blackeye VR — Digital Product Designer (Mar 2018 – Jun 2018)

### Umajin — Mobile App Creative Designer (Nov 2017 – Feb 2018)

### NZ Micrographics Services — Web Developer (Nov 2016 – Feb 2017)

## Core Expertise

### UX/UI Design & AI-Driven Product Design

Specialises in accessible, responsive design (web & mobile), prototyping, and AI-powered UX to simplify decision-making and enhance usability.

### Design Systems & Scalable UX

Builds and maintains scalable, reusable design systems that drive efficiency, consistency, and seamless adoption.

### UX Strategy & Product Thinking

Aligns UX with business goals, user needs, and data to create intuitive, high-impact products, collaborating on strategy, roadmaps, and prioritisation.

### Data-Informed Design & Research

Proficient in usability testing, A/B testing, KPI metrics, and WCAG standards, using data to refine and optimise UX.

### Technical Awareness

Strong understanding of full-stack web development tools, enabling smooth engineering collaboration and efficient implementation support.

## Nationality & Languages

### Nationality

Citizen in New Zealand & Germany (with Australian work rights)

### Languages

Native level: English & German



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## Qualifications

**Make:Iterate** – UX Strategy Blueprint (Feb 2025)

**Google Career Certificate** – Data Analytics (Aug – Nov 2024)

**Dev Academy Aotearoa** – Level 6 Certificate in Applied Software Development, Full-Stack Web Development (Mar – Jul 2024)

**Massey University** – Bachelor of Design (Hons), Visual Communication Design (Feb 2014 – Nov 2017)

## Technical Skills

### Design & Prototyping

Figma, Adobe Creative Suite, Axure

### Research & Testing

Optimal Workshop, Maze, Dovetail, Hotjar, Lookback.io

### AI & Emerging Tech

AI-driven UX design, AI transparency & ethics, Conversational UI, Automation and Workflow UX

### Accessibility & Compliance

Expertise in WCAG standards, inclusive and accessible design practices

### Collaboration & Product Development

JIRA, Confluence, Notion, Slack, Miro, FigJam

### Front-End Development

HTML, CSS, Tailwind CSS, JavaScript, TypeScript, React, Git, GitHub, APIs – for UX/UI feasibility, prototyping, and dev collaboration.

### Data Analytics

SQL, Google Data Studio, BigQuery, Tableau, Data Storytelling – for leveraging data for UX insights and design validation.”

## Community & Initiatives

**Salsa Therapy** – Cuban Salsa Dance Instructor (Jun 2022 – Present)

[salsatherapy.co.nz](https://salsatherapy.co.nz)

**HackathonsNZ** – Co-Founder (Apr 2019 – Jan 2022)

[LinkedIn](#)

## Key Attributes

### Growth-Oriented

Thrives in dynamic environments, continuously learning and integrating emerging UX and AI trends to drive innovation.

### Strategic & User-Centered

Designs intuitive experiences that align product vision, user needs, and business impact, making strategic design decisions based on data and insights.

### Clear & Empathetic Communicator

Simplifies complexity, translating research and design decisions into actionable insights for teams and stakeholders.

### Collaborative & Adaptive

Excels in hybrid and remote Agile teams, fostering collaboration and guiding teams while working independently when needed.

### Data-Driven Problem-Solver

Combines creativity with analytics to craft measurable, impactful designs, continuously refining UX through iteration and data insights.

## Personal Projects

### Inkwell AI (AI Product Design, In Progress)

Designing an AI-powered content creation app focused on UX strategy, AI decision-making, and ethical AI integration.

### Ritmo (Design & Full-Stack Development)

Built a mobile-first dance learning app using React, integrating UX/UI principles for an intuitive, scalable experience for Latin dance students.

## Interests

**Latin Dancing** – teaching, stage performance

**Learning Languages** – currently: Korean

**Reformer Pilates**

**Travel Photography**