

Senior Product Designer with 13 years experience designing digital products that measurably increase user engagement and retention. Skilled at UX/UI strategy, prototyping, and optimizing scalable design systems in Figma. Proven leader in cross-functional collaboration, consistently delivering products aligned with business objectives.

Design Director | Instrument

Jul 2024 – Today

- Delivered a high-visibility campaign for Microsoft and led asset production for a generative AI rollout, contributing to expanded client partnerships
- Redesigned McAfee's dashboard to drive retention by simplifying navigation, highlighting key security tools, and boosting user confidence during the first 30 days
- Led cross-functional website redesign for World Wildlife Fund, coordinating closely with dev and client teams
- Explored AI tooling to accelerate UX workflows and prototype generation, contributing to internal design ops improvements

Product Design Lead | Fisker Inc.

Nov 2023 – Jun 2024 († Company filed for bankruptcy in 2024.)

- Led redesign of Fisker's web and app platforms, supporting the shift to a dealership model
- Improved navigation and IA across platforms through UX research and user-centric design tested at Fisker locations
- Partnered closely with product and engineering to integrate UX/UI designs, improving release cadence and team collaboration
- Streamlined Figma systems and workflows to enhance accessibility, accelerate onboarding, and scale design consistency

Brand & Product Design Lead | Greenlane and Direwolf

Mar 2022 – Sep 2023

General

- Led the design vision, crafting a brand-product experience that outperformed competitors
- Conducted UX research, encompassing user interviews, persona development, and competitive analysis, to empower data-driven design decisions
- Established scalable mobile and web design systems to ensure consistency across platforms
- Worked agile with engineering, enabling rapid integration of user feedback
- Collaborated cross-functionally to deliver cohesive product and brand designs
- Designed emotionally resonant UX moments and custom motion elements, contributing to a 4.9+ star user rating

Greenlane (fintech solution for truck drivers)

- Developed a fuel purchase feature enabling secure, real-time spend control, reducing fraud exposure
- Created an interactive fuel map to help drivers locate the best diesel prices nearby

Direwolf (freight marketplace for owner-operators and carriers)

- Created a simplified, user-centered process for moving loads by offering a digitized documentation system and instant payments for truck drivers
- Built a connected B2B freight management platform for shippers and brokers, improving load ingestion and tracking
- Used high-fidelity prototypes to run early user testing, accelerating product-market fit discovery

Details

+1 626 342 00 33

contact@christoph-reichert.com

[Portfolio Website](#)

PW: Eureka!

Skills & Tools

Design Leadership

Product Strategy

UX & UI Design

Design Systems

User Research

Rapid Prototyping

Cross-Functional Collaboration

Design Ops

System Thinking

AI-Augmented Workflows

–

Figma

Adobe CC

Webflow

Notion

JIRA

Recognition

Red Dot Design Award 2019

German Brand Award 2019

German Brand Award 2018

Charge Energy Branding Award

Education

Master in Visual Communication

Darmstadt University of

Applied Sciences, Germany



Creative Director | Christoph Reichert Design Studio (self-employed)

Aug 2011 – Today

- Empowered startups with brand strategy, brand & UX/UI design.
- Handled implementation with engineering teams.
- Managed clients, projects, budgets, and timelines effectively.
- Worked with top brand agencies in Germany as a digital expert and systems designer.

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MUTABOR – Senior UX/UI Designer (Contract)

Nov 2021 – Feb 2022

- Delivered a Figma design library and website UI for EnBW's new brand appearance.
- Created a components library in a team of 4 for a website relaunch of a global corporate specialized in food machinery.

Edenspiekermann – UX/UI Design Lead (Contract)

Jun 2021 – Nov 2024

- Initiated and led the implementation of a design library, improving productivity and design consistency for Northern Trust's wealth management branch
- Oversaw and mentored a team of 2 junior designers.
- Worked client pitches developing brands and digital touchpoints.

Deloitte Digital – Design Director (Contract)

Jun 2018 – May 2019

- Managed a team of 3 designers, providing feedback and creative direction.
- Implemented strategic experience design based on user research.

Senior Brand & UX/UI Designer | MetaDesign Berlin (Contract)

Jun 2016 – May 2021

- Specialized in translating brand ideas into digital and scalable design systems.
- Evolved brands like Miele, Volkswagen, RIMOWA, E.ON.
- Wrote brand style guides, focusing on brand design systems.