Christoph Reichert

Design leader crafting brand-driven digital experiences across platforms.

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SUMMARY

Hybrid Brand & Product Designer with 13+ years of experience across startups, agencies, and global brands. I specialize in translating bold brand concepts into high-impact digital experiences—spanning marketing campaigns, motion, landing pages, and cohesive design systems. Equally comfortable shaping visual identity or refining UI at the component level, I bring sharp craft, fast iteration, and hands-on execution to every stage of the process.

EXPERIENCE

Instrument Design Director

Digital agency (Clients: McAfee, Microsoft, WWF)   Jul 2024 – Jun 2025

- Led the design direction for a large-scale Microsoft campaign – delivering a cross-platform toolkit (video, static, social) and strengthening the client relationship.
- Reimagined McAfee's security dashboard to improve early user retention – streamlining navigation, elevating key features, and reinforcing trust within the critical first 30 days.
- Directed the cross-functional redesign of the World Wildlife Fund website, aligning engineering, client, and design goals to deliver a performant and scalable solution.
- Leveraged AI to speed up research, ideation, and prototyping – developing differentiated UX briefs, wireframes, and visual directions faster while maintaining strategic alignment.

Fisker Inc Product Design Lead

Electric Vehicle Startup   Nov 2023 – Jun 2024

- Led product design across web and mobile during Fisker's shift from D2C to a dealership model – aligning UX with new business priorities.
- Turned the design system from a bottleneck into a growth tool – streamlining workflows, improving search, and speeding design-dev handoff.
- Designed and shipped the first in-app OTA update shop – bridging fintech and HMI into a cohesive, intuitive experience.
- Repositioned the legacy website as a business driver – defining a new UX vision, securing buy-in, and leading cross-functional rollout.

Greenlane & Direwolf Product Design Lead

Fintech + Logistics Startups   Mar 2022 – Sep 2023

- Directed product and brand design across two startups—owning research, UX, UI, and design systems.
- Led UX research and translated insights into fuel tools, price maps, and tracking flows.
- Delivered a 4.9+ star-rated experience by blending brand storytelling with polished UI and motion.
- Built scalable Figma systems to speed delivery and unify mobile and web design.
- Shipped fintech (fraud prevention, instant payouts) and B2B tools used by carriers and brokers.

  Greenlane (Fintech for truck drivers):
- Designed a secure fuel-purchase flow with real-time spend controls to reduce fraud exposure.
- Built an interactive diesel price map to improve price transparency and encourage recurring use.

  Direwolf (Freight marketplace):
- Created a digitized load documentation system and instant payment UX for truck drivers.
- Built B2B freight tools for shippers and brokers to streamline tracking, booking, and load ingestion.
- Ran high-fidelity prototyping and testing to validate product—market fit and accelerate iteration.

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ADDITIONAL EXPERIENCE

Design Studio Founder & Principal Designer

Agency Collaborations + Startup Clients (Germany & US)   2011 – Present

Led branding, UX, and digital system design across startups and top-tier agencies—owning research, design strategy, and dev handoff for high-visibility clients across industries. Built a reputation as a go-to designer for systems-driven UX and brand–product integration—trusted by global agencies and startups alike.

- Delivered brand and product systems for Volkswagen, Miele, RIMOWA, EnBW, and Northern Trust.
- Trusted by leading agencies including MetaDesign, Edenspiekermann, Deloitte Digital, and MUTABOR.
- Built reusable design libraries, component systems, and brand-to-product translations at scale.
- Led UX strategy and design execution for early-stage startups across fintech, mobility, and B2B SaaS.
- Acted as embedded design partner or solo product designer, flexing from concept to delivery.

Core Skills

Product Strategy, UX/UI Design, Systems Thinking, User Research, Cross-functional Collaboration, Rapid Prototyping, AI-Augmented Workflows, Design Ops

Awards

Red Dot Design Award, German Brand Award (x2), Charge Energy Branding Award

Education

Master's in Visual Communication – Darmstadt University of Applied Sciences (Germany)