



Reiner Wendland

Product Designer



I'm a user-centric designer whose passion lies in creating beautiful and meaningful digital experiences that delight.

SUMMARY

I am a product designer specialising in user experience, user interaction and visual design. I get excited about identifying business and customer opportunities for new products or improving existing products.

I'm passionate about leveraging new technology to build products. In the last 7 years, I have specialised in mobile app design at Zendesk and various Irish startups. I love to experiment pushing the boundaries of technology with engineering partners to create new product opportunities.

PROFESSIONAL EXPERIENCE

Co-Founder and Product Designer

Kollektiv Studio (Aug 2019 - Present)

Since forming Kollektiv Studio we've launched GAH! as a handy companion app for Gaelic sports fans available on iOS and Android app stores on mobile and tablet. Fans can track live scores, read all of the latest news, get results and fixtures for inter-county games.


Since January we've shipped:

- iOS version of the app to compliment our existing offering on Android.
- Live scores feature to enable fans to track score in real-time.
- Redesign to the user experience and visual overhaul on both platforms.
- iPad and Android tablet apps.
- Dedicated newsfeed featuring articles from all the best sports sources.

Results:


- Achieved and maintained a 4.8 star on the Apple Store and 4.7 star on Google Play out of 298 ratings.
- 100% WoW growth from January to March up until the games were paused due to the pandemic.
- In a recent survey out of 232 respondents we achieved a NPS score of 56.

CONTACT


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PORTFOLIO

 www.reinerwendland.com

 www.gah.ie

 GAH! - App Store

 GAH! - Google Play Store

CORE COMPETENCIES

User experience
Native mobile
Responsive web
Interaction
Design systems
Accessibility
Wireframing
Prototyping
User research
User testing
Visual design
Implementation
Motion
Branding
Illustration



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Senior Mobile Product Designer

Zendesk (Jun 2015 - Jul 2019)

In my time at Zendesk, my role grew from contributing to the mobile Support App on iOS to owning and leading design for the entire mobile experience across 4 apps and 6 SDKs teams.

- Partnered with product, engineering, quality assurance, internationalisation, user research, brand and other teams across the global offices to define the product direction and own the mobile design execution while fulfilling strategic company goals.
- Creation of a cohesive and flexible mobile design system that encompasses reusable components that scale and improve efficiency and consistency in design and development for all mobile products.
- Facilitated and initiated design sprints, design jams, critiques and workshops.
- Co-facilitated a design sprint in our MEL office. This brought together 40 key stakeholders from MEL/DUB/SIN/SF offices to iterate on strategic company goals and led to two key initiatives.
- Collaborating with product management to inform roadmap definition.
- Delivery of features and improvements based on analysing and extraction of customer insights, behavioural patterns and metrics.
- Partnered with product on a large scale research project to inform the future direction for mobile.

Lead Mobile Product Designer

Soundwave acquired by Spotify (Oct 2014 - May 2015)

Lead Mobile Product Designer

SkillPages (Sep 2013 - Oct 2014)

Senior Product Designer

SkillPages (Mar 2010 - Sep 2013)

Freelance Web and Graphic Designer

Wenden Media/Tendora (Sep 2003 - Dec 2009)

Senior Multimedia Developer

Strata3 (Jan 2001 - Nov 2002)

Multimedia Developer

Strata3 (Feb 2000 - Jan 2001)

TOOLS

Whiteboarding
Pen and Paper
Sketch
Abstract
Principle
Miro
Invision
After Effects
Indesign
Illustrator
Photoshop

WORKSHOPS

Design sprints
Design jams
Design critiques
Lab days/Hackathons

DEVELOPMENT

SwiftUI
HTML
CSS
Wordpress

EDUCATION

Interactive Media

FÁS Tralee (1998-1999)

Art and Design

Dundrum College (1997-1998)