Rob Reinhardt

Product Design & Strategy

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LA / Remote

Apollo.io

Sr. Manager, Product Design — Apr 2024 – Present
Staff Product Designer / Manager — Apr 2023 – Apr 2024

Lead strategy and direction, conduct cross-functional workshops to identify and steer design of product. Partner with research team to align goals of organization with customers. IC contributions: led workshops, user flows, lo-fi to hi-fi designs, components, prototyping.

Design contributions have led to +7% increase in number one key metric driver — user retention. Focus on introducing AI in product and clarity with new UI concepts and designs.

Manage teams responsible for Design Systems, Platform UX/Architecture, and the main revenue driver of product — Pipeline Generation.

Autonomy

VP, UX Design — Dec 2022 - Mar 2023
Director, UX Design — Jun 2021 - Dec 2022

Head of UX for electric vehicle subscription startup and led the 0→1 design of products that scaled the business to $12MM+ in annual recurring revenue in less than a year.

Designed the initial version of our consumer experiences that scaled to 9,000+ customers, our fleet app that manages 1200+ cars, and our back-off platform that provides insights into $70M+ assets.

Optimized conversion funnel through the creation of dashboards for analysis and data-driven decisions. Ensured high customer satisfaction (NPS 84) by actively incorporating feedback into the design process. Built a team of designers, providing guidance and support to ensure success and career development.

PwC's Consumer Lending Innovation Center

Manager, UX Design — Jun 2019 - Jun 2021
Senior UX Designer — Jun 2018 - Jun 2019

Lead designer for the Consumer Finance Group's innovation incubator. Designed internal applications estimated to save over 100,000 staff hours and designed new products for Fortune 500 clients.

Led design ideation workshops with clients and established the group's foundation for user testing and prototyping processes. Built design and development toolkits to rapidly create solutions and conducted training on Journey Mapping and Prototyping.

Designed a contactless mobile experience for inspecting vehicles, a valuation tool for private equity, a career and college evaluation tool for high school students and parents, and a financial fitness app for employees. Led user flow design, concept development, and built prototypes to drive business opportunities.

UpTop

UX Designer — Jul 2017 - Jun 2018
Director of Mobile Apps — Sep 2010 - Jul 2017
Project Manager — Aug 2008 - Sep 2010

Led design execution for a national retailer, boosting conversion rate and achieving record sales volume through improved checkout experience, enhanced customer satisfaction, and reduced claims fulfillment time. Managed a team of designers and engineers, resulting in award-winning products and 65% growth in one of the largest client accounts.

Led the design and development of Diptic, the first mobile collaging app for iPhone, resulting in over three million users and over $1M in revenue, as well as the successful sale of the IP to a major US photo printer.

Skills

UX/UI Design

Wireframes

Prototyping

User Research

Usability Testing

User Flows

Journey Maps

Personas

Conversion Rate Optimization

Ideation Workshop Facilitation

Mobile / Web Design & Dev

Education

General Assembly
UX Design

School of Visual Concepts
UX Design

Gonzaga University
B.A. / Marketing