Tobias Reichert

tobiasreichert.com • tobiasjreichert@gmail.com • 330-407-4955

Future-focused designer with 7+ years of experience crafting compelling solutions across retail, restaurant, medical, sport, and construction industries. Excels at combining human-centered approaches with intentional business strategies. Known for cutting through complex problem spaces with market and user research, rallying teams around a data-informed vision, and empowering stakeholders to launch products and services that outshine the competition.

CORE SKILLS

- Product Strategy
- Continuous Discovery
- Vision & Forecasting

- UX Design & Research
- Rapid Prototype Testing
- Collaborative Innovation

- Team Leadership
- Product Development
- Branding & Storytelling

PROFESSIONAL EXPERIENCE

Senior UX Designer
Service Management Group • 2022–Present

Lead designer over the future B2B platform across product teams for 200K client employees.

- Selected by CPO to lead designs on a 12-month cross-functional team; crafted our new Customer Experience platform, distilling 20+ years of expertise into short and long-term strategies
- Leading the mobile app redesign from the ground up: structuring the app to cut support tickets by 50% and reducing cognitive load by 36% with innovative features that better solve our user's needs
- Created an internal insight repository that accelerated collaborative innovation & continuous discovery across Product and Design while also illuminating the voice of our 22 beta clients and 7+ core personas
- Currently proposing a data strategy to reduce client onboarding from 90 days to 24 hours

Product UX Designer
Service Management Group • 2020–2021

- Evolved our internal style guide into a modern and accessible Design System. Vetted feasible market options, constructed new Figma libraries, documented best practices, and worked closely with front-end developers to deliver 260 components in 2 years, reducing cycle time by an estimated 38%
- Awarded the company-wide "Efficiency Gyroscope" as a result of the Design System's impact
- Lead designer in a company hackathon team, winning the award for "Biggest Impact to Clients" by expanding our survey solution with emerging tech; Increasing data quality with 3x as many feedback channels

Associate UX Designer
Service Management Group • 2018–2020

- Defined the strategy to rebuild a survey product from the ground up; moving 60% of features to a DIY solution that allowed self-serve clients to collect feedback from their customers 2x faster
- Advocated for and re-designed our brand colors with collaboration across Product, Marketing, and Design; meeting company goals early to be more accessible for WCAG 2.1

Designer & Inventor
Axul Tennis • 2018

- Researched the tennis sports industry to uncover disparities in participation based strictly on wealth
- Designed & prototyped a tunable racquet that improved performance and lowered costs by $1,000 per year
- Applied for a patent on 20+ distinct claims for the new tennis racquet

Industrial Design Intern
Steris Corporation • 2017

- Spearheaded a new product to enter a $27 billion market
- Consolidated typical surgeon tasks from 4 tools to 1, reducing fatigue and cost
- Pitched the idea to the CEO, who approved a $50K expansion to prototype the product

Product Design Intern
Progressive Foam Technologies • 2016

- Assisted in Product Development by creating 3D models, drafting patents, and researching cost effective rapid prototyping which reduced experiments by $20K per batch
- Animated tutorial videos for complex installations, increasing viewership by 900%

EDUCATION

Industrial Design – BSD 3.8 GPA
Ohio State University • 2014–2018

Equipped in design thinking methods to improve products, experiences, systems, and services in the world

Green Engineering – 4.0 GPA
Kent State University • 2013–2014