

Annabel Wennekes

I'm a designer built for startups—thriving in ambiguity, owning challenges, and turning chaos into clarity.

Hello

I'm a seasoned designer with over 8 years of experience crafting exceptional user experiences for diverse audiences.

My agency background has honed my ability to collaborate effectively with a wide range of clients and stakeholders, fostering partnerships that drive success.

With extensive experience in B2B products and a strategic product mindset, I excel at shaping solutions that balance user needs with business goals. I lead by building cohesive teams that deliver impactful results and turn ambitious ideas into reality.

Where do I thrive?

Fostering a positive and collaborative culture within my team, enabling us to achieve shared goals effectively.

Mentoring intermediate and junior UX designers, providing opportunities for growth and helping them advance in their careers.

Building strong relationships with stakeholders, ensuring alignment and driving successful outcomes.

Combining strong product management skills with a user-centred approach to prioritise features, define roadmaps, and deliver impactful solutions.

Education

Bachelor of Design (1st Class Hons), Major in Visual Communication Design, @ Massey University

Design awards

Four Best award nominations

Two silver Best awards

One gold Best awards

One Good Design award

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Work experience

Senior Product Designer @Zoa

May 2023 - Current // London, UK

As the lead product designer for the Business Team at Zoa, I have successfully launched four 0-1 products to market: Energy CRM, Device Health Monitoring, AI Email Bot, and another core offering (currently confidential). I am also actively driving the development of three additional products, guiding them from concept to pixel-perfect delivery.

Collaborating within a cross-functional team, I transform the complex challenges of renewable energy into simple, effective product solutions for our B2B platform and end consumers. These solutions empower businesses to manage energy more efficiently while delivering exceptional user experiences to their own customers.

I play a key role in scaling our platform to serve diverse our user groups—including developers, customer service energy agents, business owners, and more—ensuring seamless functionality across workflows. By establishing a culture of continuous discovery alongside delivery, I ensure the platform evolves in alignment with user needs and business objectives, minimising wasted effort and keeping development on the right track. This agile approach has been instrumental in our start-up environment, enabling us to deliver impactful business outcomes quickly and effectively for our customers.

Sabbatical - Traveling Central & South America, then moving to London, UK

Jul 2022 - May 2023

Senior Experience Strategist & Loyalty Design Chapter Lead @Air New Zealand

2021 - 2022 // Auckland, NZ

Here I worked within the Loyalty Tribe as the (informal) Design Chapter Lead establishing design principles and processes that enable the Loyalty tribe to live and breath customer obsession. My role involved:

- Developing strategic recommendations and solutions that triangulate user needs, business needs, OKRs and technological possibility
- Crafting templated approaches to Discovery and Define phases of work within the Loyalty Tribe to drive informed aligned decision-making based on user insights and business objectives.
- Condensing dense research into meaningful outputs such as personas, journey maps, customer journeys, and usability testing reports to inform design decisions and ensure a user-centric approach.

Senior Experience Designer @Alphero (Agency)

2010 - 2021 // Auckland, NZ

During my time in this position, I led the re-launch of the Drive Go app in collaboration with the NZ government, delivering a product designed to help at-risk youth in New Zealand gain access to driving education.

I also delivered new product features for one of New Zealand's largest telcos, enabling Kiwis to better understand their data usage and simplifying the process of sharing data. Additionally, I worked with Mastercard to design and deliver their new credit card application product, streamlining in-store financing for large purchases.

My role involved:

- Managing and collaborating with stakeholders to deliver design and execute product roadmaps to ensure successful product outputs.
- Providing mentorship, coaching and learning opportunities for Interns, Juniors and Intermediate designers, cultivating a learning environment on my projects.
- Conducting large-scale research plans using both exploratory and quantitative methods. Analysed and synthesised research findings to prioritise shorter term design changes as well as defining the product vision.

Junior > Intermediate Experience Designer @Alphero (Agency)

2015 - 2020 // Auckland, NZ

At Alphero, I played an integral role in the end-to-end experience design process, translating business requirements, end-user needs, and market opportunities into intuitive and impactful design solutions.