Annabel Wennekes

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

Hello

I'm a senior product designer with over 10 years of experience crafting exceptional experiences for B2B and consumer products.

My agency background taught me to partner closely with a wide range of clients and stakeholders, building the trust that drives success.

With a strategic product mindset, I shape solutions that balance user needs with business goals, and I lead by building cohesive teams that turn ambitious ideas into reality.

Where do I thrive?

Fostering a positive, collaborative team culture that helps us achieve shared goals.

Mentoring junior and intermediate designers and helping them grow their careers.

Building strong relationships with stakeholders to keep work aligned and outcomes on track.

Pairing product management skills with a user-centred approach to prioritise features, define roadmaps and deliver impact.

Education

Bachelor of Design (First Class Honours), Visual Communication Design, Massey University

Design awards

One Gold Best Award

Two Silver Best Awards

Four Best Award finalist nominations

One Good Design Award

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Work experience

Senior Product Designer @Salesforce (formerly Contentful, acquired 2026)

May 2025 – Present // London, UK

I joined Contentful in 2025 to lead design for Experience Orchestration, its new venture, and moved to Salesforce with the acquisition in December 2026. It is a visual editor where developers bring their own coded components and designers and marketers compose on-brand experiences.

- Lead design for a new product line from early concept to market, co-owning strategy, vision and roadmap with product and engineering, and setting the direction the team builds against.
- Make confident product calls with incomplete information, relying on product thinking, customer signals and quick prototypes rather than long research cycles, and adjusting as we learn.
- Push the work forward across the business, aligning leadership, engineering and go-to-market on what we build and why, and keeping momentum when priorities shift.
- Own the full experience for three very different users, developers, designers and marketers, from first login to a published experience, including how each learns the product.
- Hands-on where it moves things: prototyping with AI, writing production code and shipping UI improvements that would otherwise stall.

Senior Product Designer @Zoa (acquired by ENSEK)

May 2023 – May 2025 // London, UK

As lead product designer for Zoa's Business team, I turned the complexity of renewable energy into simple, effective products for our B2B platform and the end consumers it serves.

- Launched four 0-to-1 products: Energy CRM, Device Health Monitoring, an AI email bot and a confidential core product. Drove three more from concept to delivery.
- Scaled the platform for developers, energy customer-service agents and business owners.
- Established a culture of continuous discovery alongside delivery, keeping the roadmap tied to user needs and business goals and cutting wasted effort.

Sabbatical – Travelling 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

As informal Design Chapter Lead, I set the design principles and processes for the Loyalty tribe.

- Developed strategy that balanced user needs, business needs, OKRs and technical feasibility.
- Created templated Discovery and Define approaches, so the tribe made aligned decisions grounded in user insight and business objectives.
- Turned dense research into personas, journey maps and usability reports that guided design.

Senior Experience Designer @Alphero (Agency)

2020 – 2021 // Auckland, NZ

- Led the relaunch of the Drive Go app with the NZ government, helping at-risk young people get access to driver education.
- Delivered new features for one of New Zealand's largest telcos, helping Kiwis understand their data usage and share data more easily.
- Designed and delivered Mastercard's new credit-card application product, streamlining in-store financing for large purchases.

Junior > Intermediate Experience Designer @Alphero (Agency)

2015 – 2020 // Auckland, NZ

- Worked end to end, turning business requirements, user needs and market opportunities into design solutions, and delivering against product roadmaps.
- Ran large-scale qualitative and quantitative research, shaping design priorities and product vision.
- Mentored and coached interns, junior and intermediate designers.