



ANJA RENGGLI

PRODUCT BUILDER • PRODUCT STRATEGY • UX & TECHNOLOGY

AI-native product builder who thrives in ambiguous environments. I identify where the real problems are, turn them into clear product opportunities and own execution end-to-end: from customer discovery and prioritisation to prototyping, shipping and iteration. With 15+ years across digital experience, UX and hands-on product building, I use AI and modern tooling to prototype quickly, test assumptions and learn before investing further. I care deeply about product quality and user value, and do my best work when given ownership and room to figure things out.

CONTACT

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PROFILE

AI-native product builder with a background in digital experience, UX and technology. I combine strategic product thinking with a hands-on builder mindset, turning ambiguous user and business problems into clear opportunities, prototypes and shipped products.

SKILLS

- Product Strategy & Product Thinking
- AI Product Development & Prototyping
- Customer Discovery & Validation
- Product Prioritisation & Decision Making
- UX Strategy, Research & Design
- Stakeholder Management
- Data-informed Decision Making
- AI & Agentic Workflows
- Rapid Prototyping & Experimentation
- Agile Product Development
- HTML, CSS, JavaScript, PHP, SQL
- Supabase, Vercel, Stripe & APIs
- AEM & WordPress
- SEO, GEO & AEO

EDUCATION

CAS UX Management

HSLU Hochschule Luzern
2026 (expected completion)

Diplom Web- & Mediapublisher

webedu.ch, 2013 - 2014

Mediamatikerin EFZ

inkl. kaufm. Berufsmatura
BBZW Sursee, 2008 - 2012



PORTFOLIO & LIVE PRODUCTS: anja-renggli.ch

Shipped products, AI experiments, product cases & hands-on prototypes.

EXPERIENCE

since 2015

at creation gmbh | Founder & Product Builder

- Led digital product and web projects end-to-end for 10+ years, turning customer, user and business needs into product decisions, UX concepts, technical requirements and shipped solutions.
- Built and shipped 5+ digital products from idea to launch, including AI-native applications with paying customers, owning the full cycle from discovery and prioritisation to prototyping, launch and iteration.
- Works directly with customers and users to uncover the problem behind the request, validate assumptions and decide what is worth building, improving or stopping.
- Prototypes and builds working solutions hands-on, using AI-assisted development, Claude Code, Supabase, Vercel, APIs and Stripe to test ideas quickly before investing further.
- Balances user value, business impact, product quality and technical feasibility when making prioritisation and scope decisions.

2023 - 2026

Raiffeisenbank Rigi | Digital Experience & Marketing

- Designed and evolved end-to-end customer journeys across digital and personal banking touchpoints.
- Led digital initiatives from problem definition and stakeholder alignment through implementation and continuous improvement.
- Translated customer, business and regulatory needs into clear digital experiences across web and other touchpoints.
- Worked across business teams, external partners and stakeholders to turn complex financial topics and requirements into usable solutions.

2012 - 2014

BAWI-TEX AG | Mediamatikerin and Web- & Mediapublisherin

- Webmaster, IT support and product photography for an industrial Swiss SME.
- Designed and shipped websites, brochures and brand collateral.

2008 - 2012

Bildxzug | Apprenticeship Mediamatikerin

- 4-year Swiss vocational training across design, web, IT and business. Combined with Berufsmatura.



VOLLEYBALL PLAYER & COACH

Passionate about teamwork and personal growth



LIFELONG LEARNER

Always curious. Always exploring.



BUILDER MINDSET

I love turning ideas into real, useful solutions.