

BRAM OOSTEN

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EXPERIENCE

Senior Product Designer

November 2021 – Present

Klaviyo

New York, NY

- Owned user experience for Klaviyo forms, acting as strategic partner for product and engineering to plan roadmaps, prioritize new features, and promote the voice of the user. Oversaw one designer, collaborating to build and ship features aligned to business goals and user needs
- Matured SMS Campaigns and SMS Conversations from proofs of concept to powerful, scalable, feature-rich products with 300% YOY growth (2021-2022), building new capabilities, redesigning MVPs, aligning product with needs from legal and deliverability stakeholders
- Designed features to boost audience growth for users, including subscribe links, form scheduling, full-page forms, and responsive blocks
- Designed Accessibility Assistant for Klaviyo forms, bringing accessibility compliance to the forefront of one of our flagship products
- Managed form template library, contributing designs and promoting new features and smart defaults that lifted submit rates up to 180%
- Contributed to a culture of learning and development by conducting leveling workshops and giving internal talks on design ethics

Product Designer

April 2019 – November 2021

Jobcase

Boston, MA

- Designed experiences for the Jobcase social media platform leading to 7.5% MOM visits over 2020, growing user base by 10 million in 2 years
- Conducted user interviews to evaluate prototypes, early releases, and existing product UX to improve usability and inform roadmaps
- Designed core experiences for mobile app and worked with external firm to bring app from concept to app store in 3 months
- Redesigned Jobcase community, modernizing legacy experiences for high-impact design improvements with limited development resources
- Led the design of new corporate site targeting investors, press, and non-profit partners, interfacing with freelancers and agencies

Interactive Designer

November 2017 – April 2019

Jobcase

Boston, MA

- Designed and developed email experiences and A/B tests to increase engagement across the Jobcase member lifecycle, working with teams across the organization and external business partners to ideate and execute new concepts and establish user-focused email experiences
- Improved reach, lifted engagement across marketing channels and industry verticals through regular testing and new creative approaches
- Served direct client needs to achieve success with companies like Apple, Amazon, and Lyft by producing custom emails and ad creatives
- Contributed to the corporate identity of Jobcase and subsidiaries through logo treatments, new website designs, and promotional materials

Design and Marketing Specialist

October 2014 – October 2017

Brightcove

Boston, MA

- Designed and built responsive email templates and email communications using insights from past campaigns and industry best practices
- Utilized data insights and consumer behavior to inform the iterative design of emails, display ads, and content marketing assets
- Worked closely with our international marketing teams in Europe, Asia, and Australia, and North America to deliver relevant, localized emails for use in digital marketing initiatives around the world in English, German, French, Spanish, Italian, Korean, Japanese, and Mandarin
- Designed print and web advertisements as well as large-scale event and tradeshow graphics to generate leads and brand awareness

Marketing Designer

January 2014 – September 2014

Intersection

Boston, MA and San Francisco, CA

- Designed out-of-home advertisements for clients for buses, trains, and stations achieving an estimated 17 million impressions in six months
- Worked with sales teams in Boston and San Francisco to create marketing collateral including pitch decks, media kits, and brochures
- Created graphics for use on Intersection's Facebook, Twitter, and Instagram accounts to improve brand image and generate media coverage
- Presented weekly reviews of national and local advertising campaigns collected from Intersection offices around the United States

EDUCATION

Emerson College

August 2016 Completion

Bachelor of Science, Marketing Communications

Boston, MA

HBS Leadership Principles (*Online Certificate*)

March 2023 Completion

SKILLS

Product design: user flows, wireframing, prototyping, responsive design, design systems, mobile app design, web design, design sprints / *Tooling:* Figma, Photoshop, Illustrator, InVision, Storybook, Sketch, Adobe XD

User-centered design: User research, usability testing, storytelling, card sorting, feedback analysis / *Product development:* Product management, stakeholder management, handoff, presentations