

# Eddy Gutman

## ABOUT EDDY

Product Design Leader with over nine years of experience across fintech, SaaS, e-commerce, transportation, and education. At Altruist, led redesigns of the mobile app and advisor-client portal, driving a 20% increase in App Store ratings and strengthening competitiveness in the RIA software market. Directed the company's first foundational research study with advisors and clients, uncovering insights that shaped roadmap priorities. Scaled the Core Product Design team from one to four designers and supported the growth of the broader org from four to twelve. Recognized for innovation, including winning Altruist's AI hackathon and previously designing a patent-pending NFC tap-to-store credit card system and a notification center that increased loan repayment rates. Skilled at aligning user needs with business goals to deliver intuitive, impactful experiences in both startup and corporate settings.

## CONTACT

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## EXPERIENCE

### Altruist

Lead Product Designer, Client Experience

November 2024 — Present

- ◇ Redesigned Altruist's mobile apps to improve the advisor-client experience, contributing to a 20% lift in App Store ratings.
- ◇ Shipped research and designs for an updated retirement dashboard, directly addressing advisors' top-voted feature request.
- ◇ Led a full redesign of the advisor-client web portal, modernizing the experience, improving information architecture, and delivering a responsive, intuitive interface that strengthened Altruist's competitiveness in the RIA software market.
- ◇ Led Altruist's first foundational research study on advisor clients, conducting interviews with 14 clients and 3 advisors to uncover how clients use the platform, generating insights that directly informed roadmap priorities.
- ◇ Scaled and managed the Core Product Design team from 1 to 4 designers, while contributing to the growth of the larger design org from 4 to 12.
- ◇ Won Altruist's company-wide AI hackathon, prototyping new ways to leverage AI in product design and client experience.

# LinkedIn

Senior Product Designer, Pages

May 2024 — October 2024

- ◇ Designed new messaging and A.I. features for LinkedIn Company Pages using Figma, user interviews, heuristic analysis, and usability testing, with an aim to decrease barriers to Page post creation.

# Lyft

Product Designer, Payments

June 2022 — May 2023

- ◇ Developed vision, research plan, and near-term roadmap project priorities for Lyft Cash, leading to streamlined project execution and improved team alignment.
- ◇ Designed and co-invented NFC tap-to-store credit card information user experience (US Patent Pending), enhancing user convenience and security.
- ◇ Designed and helped pitch Lyft Cash integration with four major airlines, resulting in potential partnerships and expanded service offerings.

# Affirm

Senior Product Designer, Growth and Foundations

February 2021 — June 2022

- ◇ Designed the Affirm app's notification center experience that increased loan repayment rates by more than 1%.
- ◇ Redesigned the Affirm app's loan repayment flow, with related experiments showing 0.5%-1.2% increases in repayment rates.
- ◇ Designed the Affirm Help Center's contact flow that increased CSAT 31% and decreased support contacts 32%.
- ◇ Redesigned the Affirm app's virtual card experience that saw an almost 4% increase in split pay loans created.

# Quantcast

Lead Product Designer, Platform and Privacy

July 2019 — February 2021

- ◇ Launched new pixel tracking tools and analytics for Quantcast advertisers that reduced onboarding time by almost 85% which improved user experience and increased client satisfaction.
- ◇ Designed and tested a GDPR-focused app with five major E.U. publishers, saving user privacy preferences across the web, which enhanced user trust and compliance with privacy regulations.

# LitLab

Product Designer

December 2017 — July 2019

- ◇ Designed and launched Kidappolis, an early learning app for iOS and Android, used by parents and students across the U.S.
- ◇ Designed and launched the enterprise version of Kidappolis with several U.S. school districts.

# Glassbreakers

Head of Product and Design

March 2017 — August 2017

- ◇ Launched single sign-on integration for all enterprise customers, improving user access efficiency and security.
- ◇ Launched overhaul of marketing and communications outreach system, enhancing customer engagement and brand visibility.
- ◇ Developed and validated 2017-2018 product roadmap with key customers and partners, ensuring alignment with market needs and strategic goals.

# Fair Trade Certified

Project Manager

March 2016 — March 2017

- ◇ Launched global software that allowed supply chain partners to input hundreds of thousands of transactions independently, significantly reducing admin support hours.
- ◇ Developed and validated the 2017 product roadmap with business development and supply chain partners, ensuring alignment and readiness for market launch.

# Givesurance

Head of Product

November 2014 — March 2015

- ◇ Developed and validated the 2015 product roadmap using user research and prototyping, leading to a clear strategic direction for the product.

# Twitter

Product Manager, Pro Users

February 2013 — March 2014

- ◇ Launched notification management features in the app for all Verified accounts, which led to an increase in active Verified users.
- ◇ Launched a trending followers dashboard to all media partners in APAC and EMEA, enhancing their ability to track and engage with trending content.

- ◇ Developed the roadmap and kicked off development of a new Verified users only version of the Twitter app, aiming to provide a tailored experience and increase user retention.

## Twitter

Manager, Sales and Ad Operations

February 2010 — February 2013

- ◇ Managed a team of five analysts that reported on insights and opportunities for Twitter's global inside sales that grew quarterly revenue.
- ◇ Launched global inventory tools for sales that were used to sell millions of dollars of ad revenue around major sporting events.
- ◇ Launched insights tools for sales that were used to prove ROI on investing ad dollars follower acquisition campaigns.

## EDUCATION

California Polytechnic University, San Luis Obispo, CA, U.S.A.

- ◇ Bachelor of Science, Aerospace Engineering
- ◇ Minor, Economics