



Eddy Gutman

Seasoned product designer with a rich history of bringing intuitive, user-focused solutions to a diverse array of industries, including fintech, SaaS, e-commerce, transportation, and education.

My career is defined by a deep commitment to understanding and solving complex challenges, transforming them into accessible and impactful user experiences.

I'm currently focused on working with brands, adapting their UX and interfaces for modern AI LLM focused experiences.

altruist

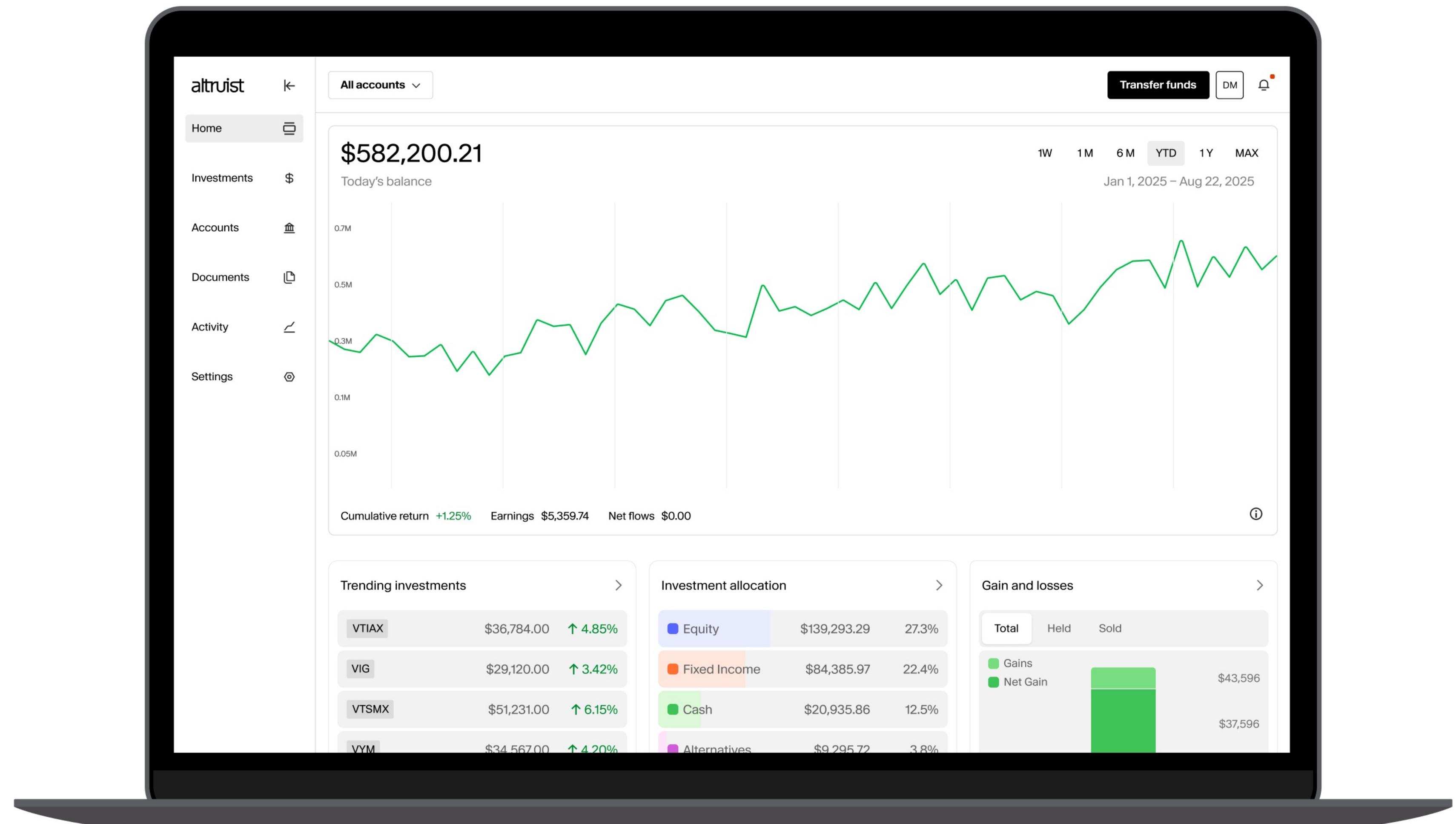
Client Web Experience

Goal

Completely redesign the core client experience on desktop to include advanced functionality, mobile responsiveness, and updated styling to reflect a modern desktop experience.

Launch

Currently under development, launching November 2025.





Client Mobile Experience

Goal

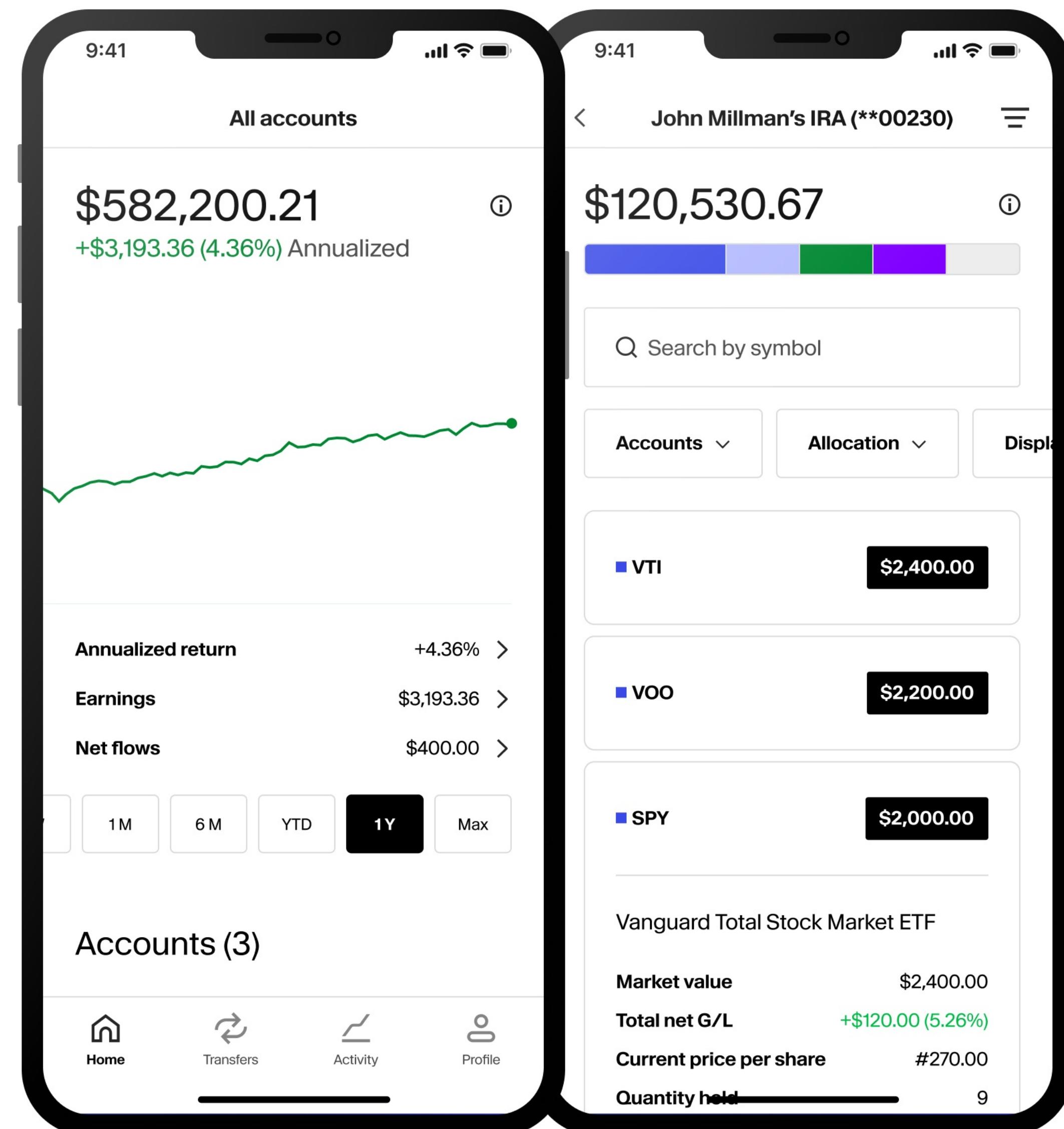
Update the core client experience on iOS and Android to include new aggregate data drill-downs, updated visuals, and mobile-friendly interaction patterns.

Launch

Launched June 2025 to all clients of Altruist's advisors.

Impact

App store ratings have jumped up by over 23% since launch of the new experience.





Anywhere Virtual Card

Goal

Update the Affirm App to make Virtual Cards a more prominent, revenue generating flow instead of a buried option in checkout.

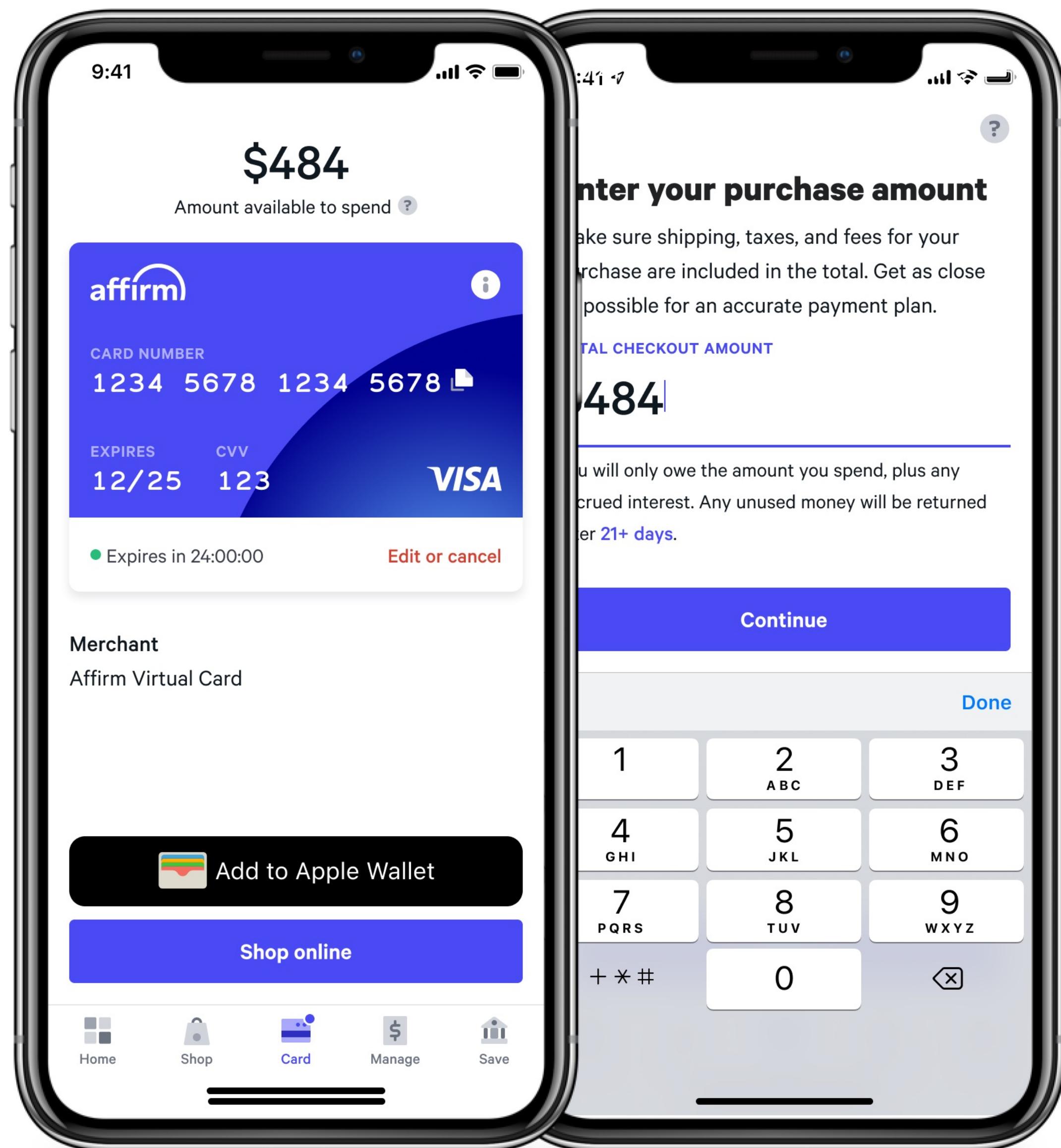
Launch

Launched the new virtual card in tab experience in May as an experiment with it graduating to all users in June.

Impact

A nearly 4% uptick in overall Affirm split pay loans created by customers, with a large portion of them from non-official Affirm merchants

Led to a rethinking of the Affirm debit experience (which was in a separate app), bringing it to the core app.





Tap to Add Credit Card

PATENT PENDING

Goal

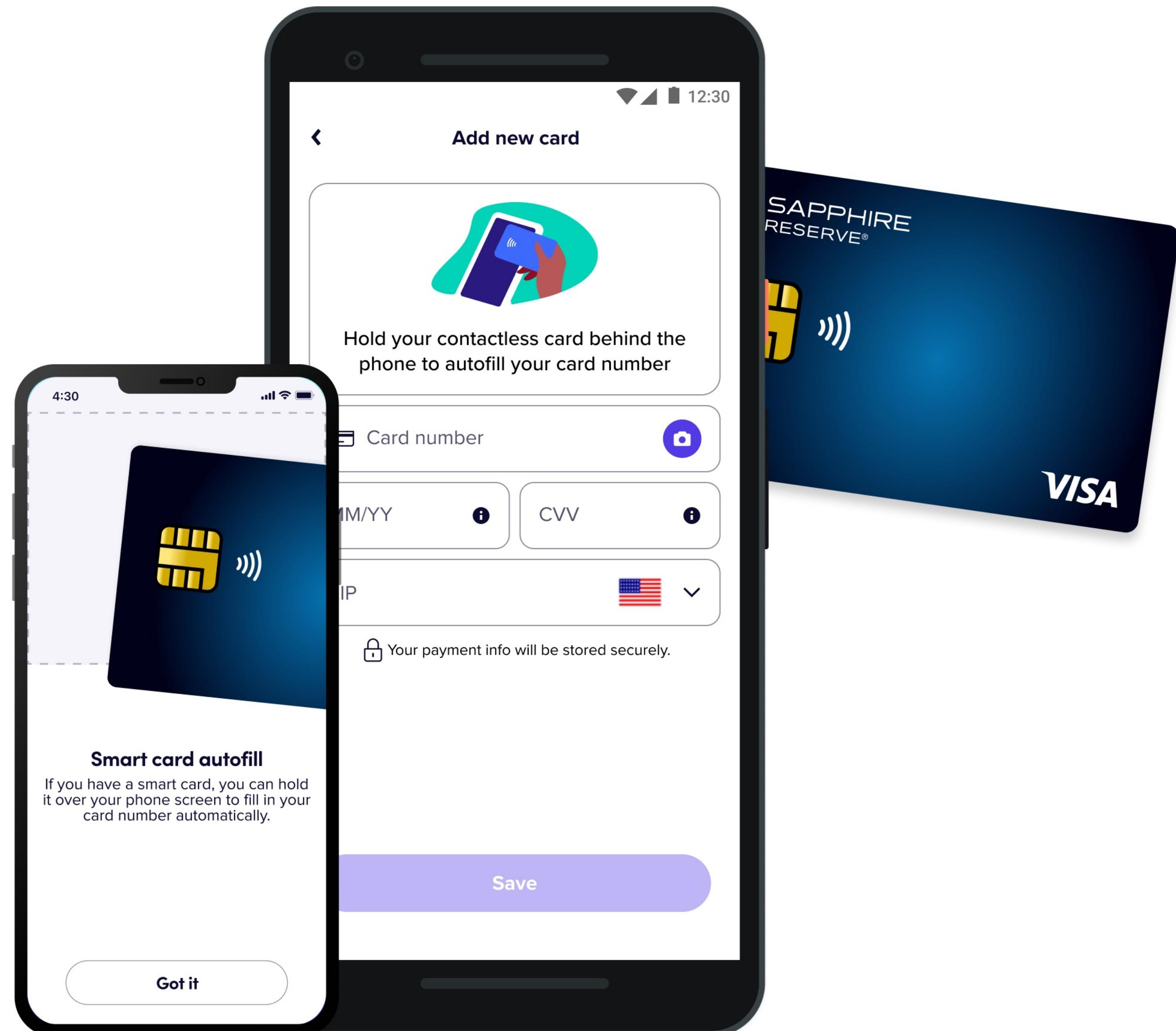
Improve ease of adding a credit card during Lyft signup.

Launch

App update Leveraged NFC tech to allow riders to tap smart cards on their phone to autofill credit card fields.

Impact

Rider maintained preference for manual entry, but tap to add won out over the photo capture option by 80%.





Notification Center

Goal

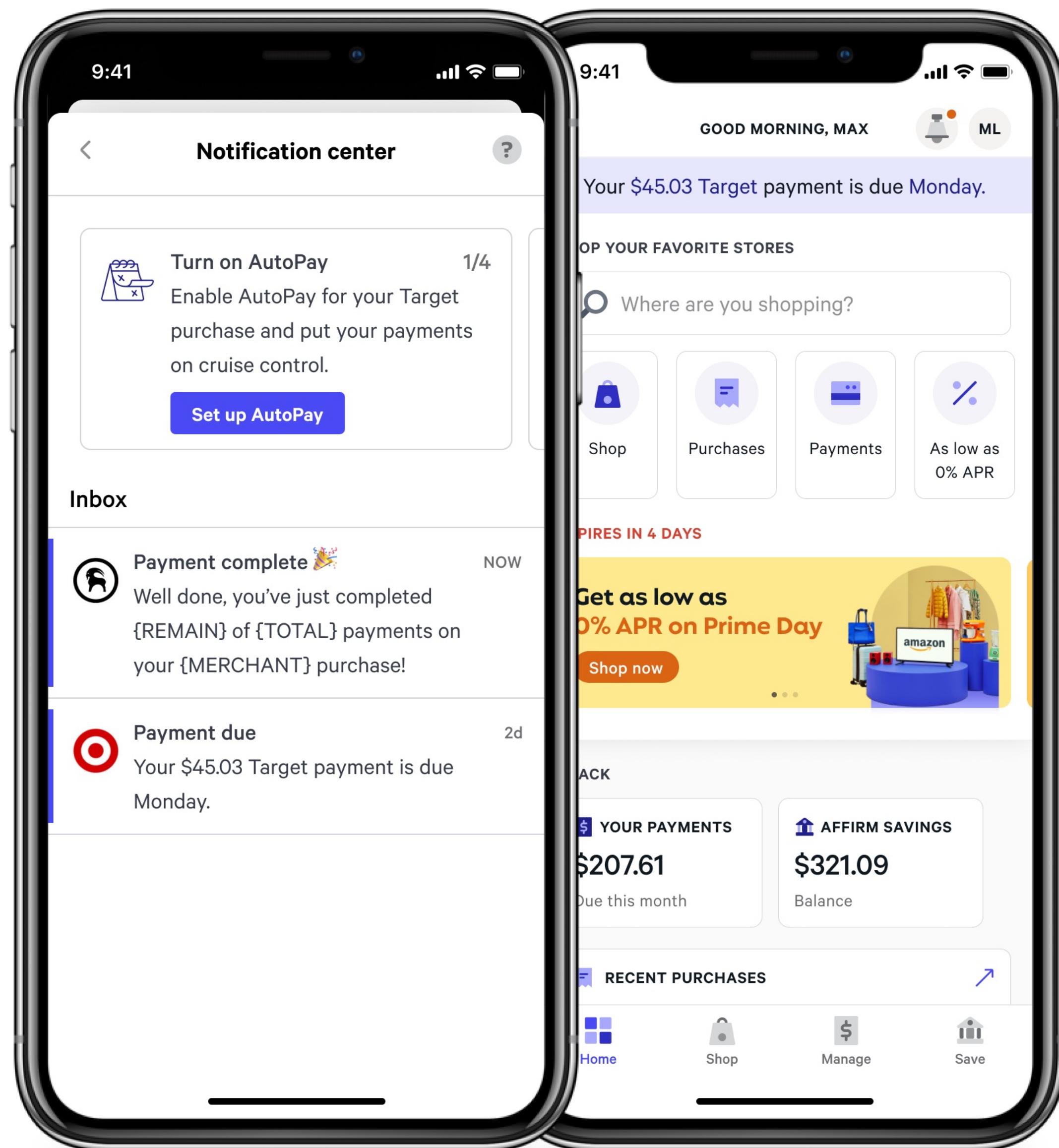
Introduce a brand new notifications feed in the Affirm app to help customers better access communication from Affirm and take action on critical alerts.

Launch

Multi-phased approach, with Phase 1 focusing on the repayment reminders and receipts.

Impact

There was more than a 1% increase in loan repayment rates amongst customers attributed to the release of Phase 1 of this feature.





Driver Tip Gratitude

Goal

Bring more human connection to the Lyft experience by enabling an exchange of gratitude between Lyft riders and drivers.

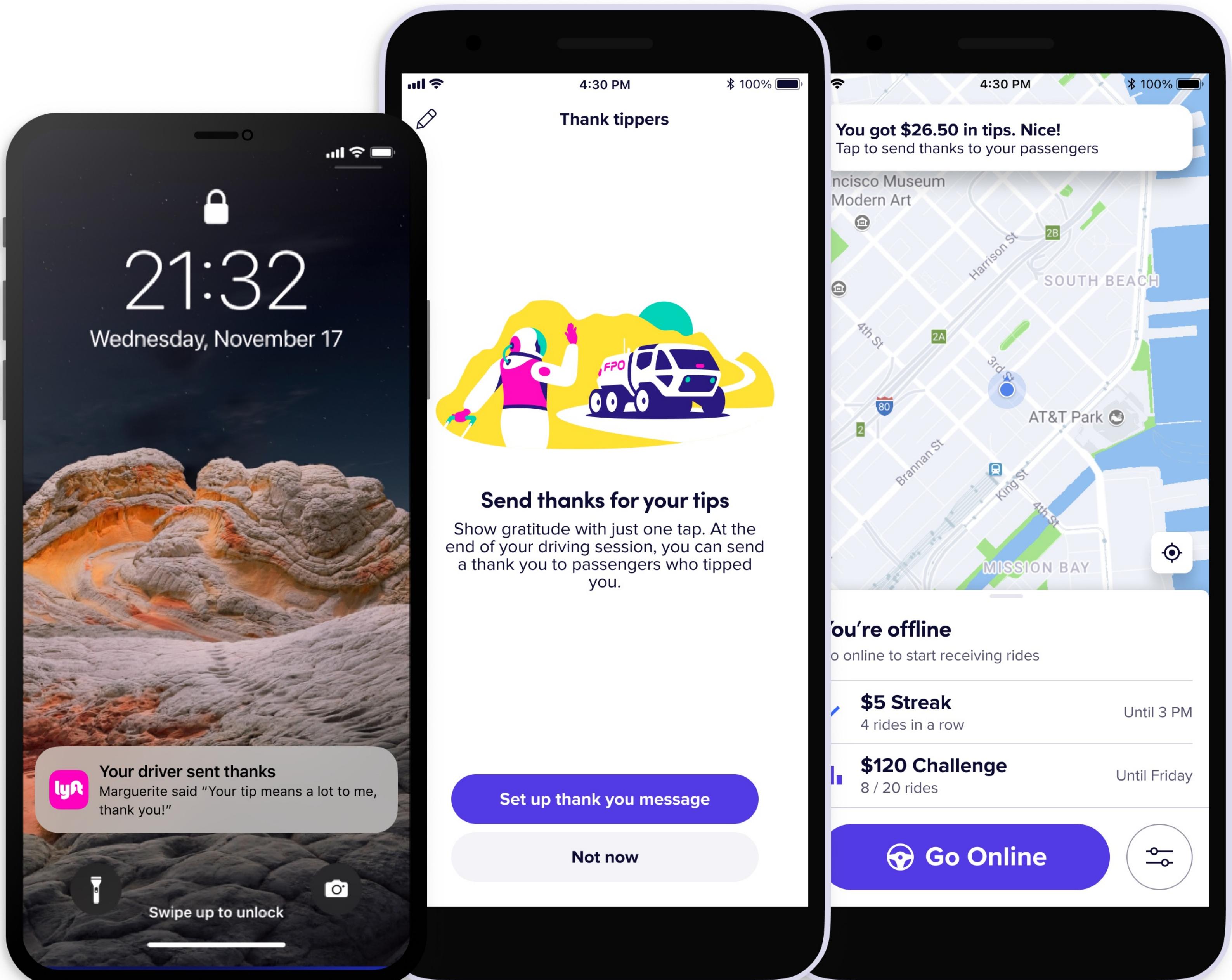
Launch

Prototyped for limited study with limited resourcing available for GA release.
Launched as an experiment in 2023.

Impact

42% of riders in study relayed an increased proclivity to future tipping.

Drivers in study noted a perceived (but not verified) increase in tipping.





Loan Repayment

Goal

Update the Affirm loan repayment experience to better scale for new functionality and encourage repeat transactions.

Launch

Launched as a series of experiments. Notable experiments included the nav change, the purchase focused view, and the new payment schedule.

Impact

Notable experiments noted a stat significant 0.5-2% increase in loan repayment rates, with winners graduating to production.

