

# Vera Guttenberger

Product Designer | [vguttenberger.github.io](https://vguttenberger.github.io)

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## Experience

### Klaviyo | Product Designer

May 2021 - Present

Doubled the usage of the SMS Conversations capability, by making the messaging experience more powerful and user friendly through features such as AI generated suggested responses, an insert menu with key conversational elements, and overall inbox management improvements.

Led designers across four product areas to create the text-to-buy capability, pushing forward our SMS offering by addressing customer needs and attaining feature parity with competitors.

Designed custom onboarding workflows for different product areas, including sign-up forms and SMS setup, familiarizing users with the tools in a clear and delightful way and setting them up for success through data-driven insights and recommendations.

### Deloitte Consulting | UX Designer and Front-end Developer

February 2019 - May 2021

Worked with the HR team of a global food corporation to redesign their chatbot experience, including avatar design and personality framework.

Designed an analytics dashboard for the marketing team of a multinational biotechnology company.

Designed and developed a decision support platform for a large manufacturer of cosmetic products. The platform monitors supply chain data and automatically separates issues from the mass in a proactive and user-centric way.

Designed a product for a multinational pharmaceutical company to optimize pharmacovigilance case processing by enabling the collaboration between humans and AI. Owned the creation of the design system.

### Charles River Analytics | Front-end Engineering Intern

June - September 2018

Designed and implemented new features for a desktop application for System of Systems architecture that aids the integration of air force missions systems.

### Tufts University Computer Science | Teaching Assistant

January 2017 - December 2018

Worked as a teaching assistant for Introduction to Computer Science, Discrete Mathematics, and Programming Languages. Conducted office hours, ran labs, graded assignments. Also assisted in the redesign and implementation of a custom grading platform.

## Education

### Tufts University

December 2018

B.S. Computer Science,  
Cognitive and Brain  
Sciences

## Skills and Tools

### UX Methods

User interviews, persona building, journey mapping, user stories, state blueprints, information architecture, user testing

### UX/UI Design Tools

Figma, Sketch, InVision Studio, Adobe XD, XMind, Whimsical, Miro, UserTesting.com

### Web Development

React, HTML, CSS, Javascript, D3.js, Material-UI, Git

### Product Management

Agile: Scrum & Kanban, Jira, Confluence, FullStory, Productboard

### Digital Art

Procreate, Adobe Illustrator, Photoshop, Blender

