

Vera Guttenberger

Product Designer | vguttenberger.github.io

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Experience

Klaviyo | Senior Product Designer

May 2021 - Present

Led the creation of the Editor Library, modernizing our content editors across channels. Replaced outdated components with a unified, accessible, and user-friendly system. Facilitated the adoption of the library across teams, resulting in a more consistent codebase and UI.

Enabled easier, faster, and more personalized content creation (for email and mobile messaging) through various projects:

- Designed an intuitive, code-free, UI for users to personalize messages.
- Created a feature of easy-to-use, pre-built blocks for email templates.
- Designed additional highly-requested blocks for our email editor, such as video, reviews, and custom HTML.
- Improved the usability of our universal content editing feature.
- Implemented a way for partners to showcase their templates within our email library.

Designed custom onboarding workflows for different product areas, like sign-up forms and SMS setup, familiarizing users with tools and setting them up for success through data-driven insights and recommendations.

Doubled the usage of the SMS Conversations capability, by making the experience more powerful and user friendly through new features.

Deloitte Consulting | UX Designer and Front-End Developer

February 2019 - May 2021

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

Designed and developed a platform for manufacturers to monitor supply chain data and auto-separate issues in a proactive and user-centric way.

Designed a product and created a design system for a multinational pharmaceutical company to optimize pharmacovigilance case processing

Charles River Analytics | Front-End Engineering Intern

June - September 2018

Designed and implemented new features for a desktop application for 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.

Education

Tufts University

December 2018

B.S. Computer Science,
Cognitive and Brain
Sciences

Skills and Tools

UX Methods

User interviews, journey mapping, user stories, information architecture, wire-framing, prototyping, user testing

UX/UI Design Tools

Figma, Sketch, InVision, Adobe XD, Whimsical, UserTesting.com

Web Development

React, HTML, CSS, Javascript

Product Management

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

Digital Art

Procreate, Adobe Illustrator, Photoshop, Blender

