

Vera Guttenberger

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

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Experience

Klaviyo | Senior Product Designer

May 2021 - Present

Partner daily with Product and Engineering across three teams to define strategy in a high-impact product area used by over 150,000 customers.

Enable easier, faster, and more personalized content creation for email and mobile messaging, driving a ~40% conversion lift for customers through:

- Designing a no-code message personalization UI, markedly increasing dynamic variable usage and reducing related support tickets by 25%.
- Delivering highly requested features for the email editor, including support for videos, reviews, and custom HTML.
- Introducing functionality for agency partners to showcase templates in our library, achieving 73% engagement and an increase in publish rate.
- Developing a library of pre-built, easy-to-use content for templates.

Manage the design of a suite of AI-assisted workflows for the email editor, including copy writing assistance, layout and content generation, and brand identity coherence.

Design and launch new messaging editors for emerging mobile channels, including WhatsApp and RCS.

Build and maintain an area-specific design system, modernizing cross-channel content editors with accessible, unified components. Facilitate adoption of the library across teams, resulting in a consistent UI and codebase.

Create custom onboarding workflows for key product areas (e.g., Web Forms, SMS setup), leading to a 20% increase in signup-to-create rates and a 15% increase in signup-to-publish rates.

Mentor two junior designers through the team's design mentorship program.

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.

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

Created a design system and built a product 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.

Education

Tufts University

December 2018

B.S. Computer Science;
Cognitive and Brain
Sciences; Minor in
Economics

Skills and Tools

Design Tools

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

UX Methods

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

Web Development

HTML, CSS, Javascript,
React

Product Tools

Jira, Confluence,
FullStory, Heap,
Productboard, Agile

Digital Art

Procreate, Illustrator,
Photoshop, Blender

Courses

Experiments in AI-
Generated Media @ MIT
Media Lab, Persuasive
and Emotional Design @
NN/g