

# Margo Sultenfuss

(727) 385-3152 / margo.sultenfuss@gmail.com / www.margolouise.com

## Senior Product Designer

May 2020 - Present

*Vendr - SaaS negotiation platform*

- Established the foundational product experience for both customers and suppliers
- Built out the future state designs used for \$60M Series A funding round
- Implemented design system, principles, and styles; created a centralized user research system
- Defined design process at Vendr such as cross-functional design reviews, design principles and feedback expectations
- Hired and mentored our other designer, regularly providing design and career feedback and planning

## Senior Product Designer Consultant

November 2019 - April 2020

*Dockwa - reservation and management platform for marinas and boaters*

- Redesigned reservation and contract tools to increase adoption with our 1,000 marina users and 250,000 boaters

## Senior Product Designer Consultant

December 2018 - March 2019

*Kustomer - customer experience platform with omnichannel communication*

- Implemented design team process and introduced cross-department collaboration for usability feedback
- Researched and analyzed pain points for onboarding accounts, finding opportunities to decrease cost per customer
- Designed Gmail integration and Customer Satisfaction survey tool, released to all customers

## Product Designer

May 2015 - August 2018

*HubSpot - marketing, sales, customer service, and CRM platform*

- Decreased customer service costs by significantly decreasing monthly support cases through design iterations to our Social tools, rolled out to 400,000 active users
- Raised retention rates of Social users by improving product offering through data-driven design decisions
- Drove product strategy, design, and beta program for HubSpot's new Facebook Messenger and Bots tools
- Led the design and launch of Instagram integration tool, coordinating Boston and Dublin based teams
- Kicked off department wide effort to restructure software navigation based on customer research and analytics
- Owned component creation and upkeep as part of Design Systems team, speeding up product release cycles
- Mentored newly hired designers during onboarding process

## Technical Consultant, Senior Technical Consultant

October 2013 - May 2015

*HubSpot - marketing, sales, customer service, and CRM platform*

- Advised enterprise customers on implementing software suite and integrating with pre-existing business systems
- Managed projects and coordinated tasks between client teams (IT, Product, Marketing)
- Delivered over 60 hours of on-site consulting and taught ongoing product and technical training sessions

## EDUCATION

**Parsons School of Design** / 2018 - 2020  
Master's of Strategic Design and Management

**Washington University in St. Louis** / 2012  
BA in Biology, Minor in Anthropology

## SKILLS & TOOLS

Product strategy	Growth and onboarding
Team leadership	User research and testing
Project management	User experience
Market research	Data analysis
Sketch and Figma	Looker and Google analytics