

Margo Sultenfuss

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PROFESSIONAL EXPERIENCE

Senior Product Designer / Kustomer - Contract

December 2018 - March 2019

- Implemented design team process and introduced cross-department collaboration for usability feedback
- Researched and analyzed painpoints for onboarding new accounts, setting roadmap for future rollout
- Designed Gmail integration and Customer Satisfaction survey tool

Product Designer / HubSpot

May 2015 - August 2018

- Drove product strategy, design, and beta program for HubSpot's new Facebook Messenger and Bots tools
- Active member of the Design Systems team, owning component and pattern creation and upkeep for the design team
- Significantly decreased monthly support cases and customer cost to business through iterative design changes
- Led the design and launch of Instagram integration tool, coordinating Boston and Dublin based teams
- Decreased churn and raised retention rates of users in Social tools throughout customer lifecycle
- Spearheaded department wide effort to restructure software navigation based on customer research and analytics
- Contributed to HubSpot's product rebranding
- Mentored newly hired designers during onboarding process

Technical Consultant, Senior Technical Consultant / HubSpot

October 2013 - May 2015

- 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 on-site consulting and workshops and aught ongoing product and technical training sessions

Support Engineer, Senior Support Engineer / HubSpot

August 2012 - October 2013

- High performance in solving customer related technical issues, breaking record at ~600 cases a month
- Pioneered internal program for training and managing Support Engineers; first escalations manager for enterprise users

PHILANTHROPY

Cofounder, President, Board Member / The Gift of Food

2001 - 2015

- Founded a student-run charitable organization aiding local food bank
- Raised \$175,000 for the purchase of food and established endowment fund currently containing \$200,000
- Managed 30 students, organized 3 fundraising events with 4,500 attendees

EDUCATION

Washington University in St. Louis / 2012

BA in Biology, Minor in Anthropology

Parsons School of Design / 2018 - 2020

Master's of Strategic Design and Management

STRENGTHS

User experience Strategy

User research Cross-team collaboration

Illustration Team leadership

Visual design Product innovation