

Margo Sultenfuss

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WORK EXPERIENCE

The Wanderlust Group

Feb 2022 – Nov 2023

Product Design Manager

Boston, MA

- Hired and managed a high-performing team of in-house and contract product designers.
- Spearheaded Marina Map product development, driving 18% of upgrades and purchases in 2023. Oversaw rollout, slashing map creation time by 78%, from 22 days to 5, and streamlining processes.
- Established a component-based design system, attaining 45% in-production completeness and 80% design completeness, improving product development cycle times and in-app experiences.
- Established essential design processes and standards, including design reviews, cross-functional collaboration, and UX research templates.

Vendr

May 2020 - Feb 2022

Senior Product Designer

Boston, MA

- As founding designer, created first-time product experience and processes, leading team hiring and mentoring.
- Collaborated with CEO to create design direction and future state designs, crucial in securing \$60M funding.
- Implemented design system and principles to enhance consistency and efficiency through Tech organization.
- Owned roll out of centralized user research system, resulting in cross-departmental transparency and collaboration for customer feedback and design decisions.

Kustomer

Dec 2018 - Mar 2019

Product Design Consultant

New York NY

- Conducted in-depth service design research and analysis on account onboarding pain points, resulting in significant cost reduction in user onboarding.
- Led design and implementation of new features, including Gmail integration and CSAT surveys, launched as core product offerings.

HubSpot

May 2015 – Aug 2018

Product Designer

Boston, MA

- Led design and launch of Facebook Messenger and Bots tool, collaborating with Instagram's integration team.
- Optimized component creation and maintenance as part of the Design System team, effectively accelerating product release cycles.
- Improved cost savings by reducing monthly support cases for Hubspot's suite of Social Media tools.

EDUCATION

Parsons School of Design, The New School

May 2020

MS, Strategic Design and Management

New York, NY

Washington University in St. Louis

May 2012

BA, Biology and Anthropology

St. Louis, MO

SKILLS, TOOLS & INTERESTS

- **Skills:** Product strategy, stakeholder communication and collaboration, facilitating feedback and workshops, design operations, leadership, team management, user research, design systems, project management, customer-centric innovation, B2B, B2B2C, customer experience, Generative AI
- **Tools:** Figma, Dovetail, Zapier, GitHub, JIRA, HubSpot, Adobe Creative Suite, Notion, AirTable, Salesforce
- **Interests:** Real estate investing, beginner ballet, acrylic painting, pilates