

# BRAM OOSTEN

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## BACKGROUND

Product designer in Amsterdam with 10 years of experience launching, refining, and growing products. Seeking my next role with an organization where I can build on a strong track record translating a diverse, technically-forward skillset into business success.

## EXPERIENCE

### Senior Product Designer

September 2025 – Present

Soda Data Quality

Amsterdam

- Designed and built 3-year product vision as a React prototype, recasting the core Soda Cloud offering as an agentic, AI-native product
- Validated prototypes in structured sessions with customers and leadership team, presenting findings to colleagues and key stakeholders
- Migrated handoff process from static Figma annotations to interactive prototypes produced via code through LLM-assisted development
- Designed and wrote production front-end code on a cross-functional team that delivered a greenfield product to prospects in <6 weeks
- Ran feature design and product evolution for two engineering teams in partnership with product managers, from discovery to release
- Trained custom text-to-image models to generate production UI graphics, including icon sets, empty states, and illustrations

### Senior Product Designer

September 2023 – August 2025

Catawiki

Amsterdam

- Owned product design for the end-to-end seller experience on Catawiki, accounting for over €1 billion in objects auctioned
- Designed an AI-powered object listing workflow that saw rapid seller adoption and decreased time-on-task up to 80%
- Generated additional €1MM in MRR from existing bidders by designing and implementing a suite of post-auction sales features
- Led strategic product planning with product partners and designers to deliver improvements like refreshed seller performance cues, enhanced post-auction object pages, and multi-offer capabilities across web, iOS, and Android
- Conducted in-person visits to sellers across the Netherlands, aligning product initiatives with actual workflows and business priorities
- Led design organization in LLM and AI with talks, demos, and new workflows to improve design fidelity and speed of development

### Senior Product Designer

November 2020 – August 2023

Klaviyo

Brooklyn

- Took Klaviyo SMS from \$3MM to \$70MM ARR, designing features, workflows, conducting user research, and aligning product with requirements from stakeholders to develop a new opportunity into powerful, scalable, feature-rich product serving four diverse markets
- Served as lead designer and strategic partner for sign-up forms, planning roadmaps and shipping features aligned to business goals
- Designed Accessibility Assistant for sign-up forms, bringing accessibility compliance to the forefront of one of our flagship products
- Lifted form submit rates up to 180% by managing form template library, contributing designs and promoting new features and defaults
- Contributed to a culture of learning and development in design organization through mentorship, workshops, and internal talks

### Product Designer

November 2017 – November 2020

Jobcase

Boston

- Designed core platform experiences, growing user base by 10 million in two years and driving a 7.5% MoM increase in visits in 2020
- Conducted user research and iterative testing to enhance product usability, directly informing feature roadmaps
- Led mobile app design and collaborated with an external firm, successfully launching from concept to App Store in 3 months
- Redesigned Jobcase community experience, achieving significant UX improvements despite limited development resources
- Increased member engagement across lifecycle stages through strategic design and A/B testing of landing pages and email campaigns

## EDUCATION

### Emerson College

August 2016 Completion

Bachelor of Science, Marketing Communications

Boston

Harvard Business School Leadership Principles (*Online Certificate*)

March 2023 Completion