

# Kyrsten Greenfield

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**SUMMARY:** Kyrsten is a Sr. UX Manager with dual degrees in Computer Science and Psychology and 10+ years of leading and supporting UX Design and Research efforts as a “player-coach”. Her strongest skill sets include:

- Driving company-wide UX and Research efforts with significant impacts on profitability and products
- Managing team and project performance by tracking progress, evaluating metrics, and measuring outcomes
- Collaborating cross-functionally with leadership, colleagues, and clients to adapt and innovate

## EXPERIENCE

### SmartAsset — June 2017 – June 2023

Associate Director of UX / UX Manager (Sep 2021 – June 2023)

- Oversaw UX strategy, operations, and team leadership, resulting in significant revenue growth. Key accomplishments include:
  - Streamlining the UX process through the establishment of a structured system, clear UX standards, and guidelines
  - Implementing evidence-based and user-centric research strategies to provide insights on market fit and usability
  - Collaborating cross-functionally with leadership to align research and design efforts with company goals
  - Managing daily UX operations, including the development of team KPIs, hiring, onboarding, and mentoring
- Spearheaded large-scale end-to-end research initiatives that improved the consumer experience and drove unprecedented growth
- Drove strategic efforts to optimize core consumer experience, directly increasing monthly revenue by \$1m+

Senior UX Researcher (Sep 2019 – Sept 2021)

- Promoted to lead all end-to-end research initiatives in order to identify unmet product and consumer opportunities
- Developed research strategy aligning product goals with user and market demands
- Fostered a user-centric culture by organizing internal workshops and facilitating knowledge sharing and product feedback
- Advanced data-driven decision making by implementing a comprehensive framework to track user sentiment and satisfaction

UX Researcher (June 2017 – Sept 2019)

- Founded the UX research function at Unicorn-trajectory startup
- Oversaw company-wide market trend and consumer research efforts
- Transformed qualitative and quantitative data into actionable insights, influencing design and product strategies
- Led research and redesign initiative for an interactive web tool, improving clicks per user by 54% and SERP position from 19th to 4th

### University of Georgia — Aug 2014 – Jan 2016

Research Assistant

- Conducted statistical analysis to enhance research operations
- Implemented new technologies (SPSS and JMP) to streamline and improve analytical procedures

### Georgia Institute of Technology — May 2013 – May 2014

Undergraduate Researcher

- Improved research operations through cloud migration, increasing efficiency and bolstering participant privacy

## EDUCATION

Georgia Institute of Technology  
BS, Computer Science (2016)

Georgia Institute of Technology  
BS, Psychology (2014)

## CERTIFICATIONS

LifeLabs

CORE Management Training

## SKILLS

### UX Leadership

Design Thinking  
Strategic Planning  
Storytelling  
UX Mentorship  
Team Training  
Accessible Design

### UX Research & Design

Usability Testing  
A/B Testing  
Surveys  
Interviews  
HTML / CSS / JS  
Journey Mapping  
Persona Development  
Competitive Analysis  
Data Analysis  
Card Sorting  
Tree Testing  
Focus Groups  
Prototyping / Figma

### Project Management

Process Improvement  
KPI Development  
Metrics Tracking  
Evaluation and Reporting  
Confluence / JIRA  
B2B and B2C