

# KYRSTEN GREENFIELD

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## PROFESSIONAL SUMMARY

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Results-driven UX lead with over 6 years of UX research experience, a passion for people development, and a proven track record of strategic leadership - skilled at driving product innovation, improving accessibility and usability, and enhancing user satisfaction.

## EMPLOYMENT HISTORY

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**Associate Director, UX** (1/23 - 6/23)

**Sept 2021 - June 2023**

**UX Manager** (9/21 - 1/23)

SmartAsset | New York, NY

As a strategic UX leader, I provided guidance and direction for all UX initiatives, influencing the development of 20+ products and services within a two-sided marketplace. In addition, I managed a team of researchers and designers and owned the UX operations to ensure a cohesive and impactful UX practice.

Key Results:

- Recruited, hired, and led a team of researchers and designers, establishing goals, providing mentorship and growth opportunities, and fostering a supportive and productive remote work environment
- Established clear UX standards, guidelines, and processes to ensure a cohesive and impactful UX practice and better facilitate the research and design process
- Developed and led the strategic UX plan to overhaul SmartAsset's core consumer experience, resulting in a total increase of over \$1M in monthly revenue, enhanced accessibility, and optimized mobile experience
- Cultivated collaborative and productive partnerships with cross-functional team leads, ensuring alignment, prioritization, and impact of all research and design work
- Owned the research strategy and roadmap for both the advisor and consumer experiences, gaining insights around our users, our market fit, and the usability of our products
- Oversaw the development and adoption of the design system, establishing a formalized design practice across the organization
- Handled all front-end work for the Marketing Advertorial update, minimizing reliance on Tech resources and significantly accelerating project delivery, generating over \$225k in monthly revenue uplift

**Senior UX Researcher** (9/19 - 9/21)

**June 2017 - Sept 2021**

**UX Researcher** (6/17 - 9/19)

SmartAsset | New York, NY

As the founding member of the research function at SmartAsset, I assumed the responsibility of leading all end-to-end research initiatives, utilizing both quantitative and qualitative methodologies to identify unmet product and consumer experience opportunities.

Key Results:

- Led the discovery and prioritization of features for a Mortgage Calculator redesign, leading to a 54% increase in clicks per user, a 26% increase in average session duration, and an impressive jump in SERP position from 19th to 4th
- Implemented a comprehensive framework to track user sentiment and satisfaction, enhancing visibility into the consumer journey and enabling data-driven decision-making
- Fostered a user-centric culture by organizing regular workshops and discussions, sharing UX deliverables, and facilitating informal knowledge sharing

**Research Assistant****Aug 2014 – Jan 2016**

University of Georgia | Athens, GA

- Identified and implemented a more effective statistical analysis procedure using SPSS, JMP
- Aided in all technical writing to ensure that documents met publishing standards

**Undergraduate Researcher****May 2013 – May 2014**

Georgia Institute of Technology | Atlanta, GA

- Recruited participants and managed multi-day testing sessions, averaging over a 90% completion rate across the testing period
- Implemented cloud-based platforms to optimize research operations, enhancing work efficiency, and ensuring participant privacy

**SKILLS**

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- **Skills & Qualities:** Detail-oriented, effective leader and team manager, highly collaborative, problem-solver, self-motivated, strategic thinker, and user-centric
- **Technical Proficiencies:** 5-second testing, A/B testing, card sorting, concept evaluation, contextual inquiry, data analysis, design critiques, HTML/CSS/JS, interviews, journey mapping, persona development, RITE method, surveys, tree testing, and usability testing
- **Tools:** Confluence, Figma, JIRA, Optimizely, Salesforce, SurveyMonkey, UserTesting

**EDUCATION**

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**Georgia Institute of Technology**

BS in Computer Science, 2016

Threads: Media and People | GPA: 3.59 | Awards: Highest Honors

**Georgia Institute of Technology**

BS in Psychology, 2014

Minor: Chemistry | GPA: 3.59 | Awards: Highest Honors