KYRSTEN GREENFIELD

http://www.kgreenfield.com/| 678-925-4770 | kyrstengreenfield@hotmail.com

PROFESSIONAL SUMMARY

Experienced UX Researcher in the financial technology startup space with a demonstrated history of developing innovative ways to better understand users and research complicated UX issues.

SKILLS AND KNOWLEDGE

- **UX Methods:** Remote unmoderated usability testing, email and intercept surveys, competitive analysis, customer feedback monitoring, card sorting, and tree testing
- **UX Deliverables:** Usability and competitive analysis reports, personas, empathy maps, user journey maps, and user cases
- **Platforms:** Usertesting.com, Google Surveys, SurveyMonkey, Invision (Freehand), Amazon Mechanical Turk, and OptimalSort
- **Personal Skills:** Effective communicator and presenter, collaborative, organized, highly empathic, and self-aware

EMPLOYMENT HISTORY

SmartAsset | New York, NY   **June 2017 - Present**
UX Researcher
- Serves as an expert on our end users by connecting dots across different research projects and maintain internal awareness of user expectations
- Collaborates on cross-functional teams to provide research that supports the objectives of the product and needs of the SA / SAM user
- Identifies unmet research opportunities through continuous tracking of feedback channels and regular user testing
- Produces research deliverables that highlight insights effectively and help drive design decisions
- Advises stakeholders and team members on best practices at various stages of the product design process
- Helps cultivate a highly informed, more effective, and more empathetic organization

University of Georgia | Athens, GA   **Aug 2014 – Jan 2016**
Research Assistant
- Identified and implemented a more effective statistical analysis procedure using SPSS and JMP
- Aided in all technical writing to ensure that documents met publishing standards

 Georgia Institute of Technology | Atlanta, GA   **May 2013 – May 2014**
Undergraduate Researcher
- Assisted in conducting research, namely recruiting participants and managing testing sessions with over a 90% completion rate
- Streamlined research operations using cloud-based platforms that improved work efficiency and maintained participant privacy
- Ensured flawless organization and smooth transition between testing phases
- Communicated effectively with stakeholders, participants, and faculty members

EDUCATION

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