

Kyrsten Greenfield

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EXPERIENCE

GOBankingRates

Senior Product Manager, Jan 2024 - Present

- Serves as Product owner for a key business vertical, collaborating with cross-functional teams to actualize \$1M+ in client and consumer demand
- Established and manages the A/B testing program for Paid Search, driving \$200K+ in additional monthly revenue through product and ad optimizations
- Developed and optimizes a suite of ad units, focusing on creating and refining new native form factors with varying levels of interactivity for GBR, external, syndication, and SEM networks

Readyly

Lead UX Researcher (Freelance), June 2023 - Dec 2023

- Spearheaded a comprehensive research initiative to assess market fit and evaluate the product suite against competitors
- Developed a strategic plan to position Readyly as a best-in-class leader in the "AI-as-a-Service" domain

SmartAsset

Associate Director of UX / UX Manager, Sep 2021 - June 2023

UX Researcher / Senior UX Researcher, June 2017 - Sept 2021

- Founded and led the UX research function at a high-growth startup
- Established research standards, guidelines, and processes to ensure a consistent and effective UX practice at SmartAsset
- Managed all research operations, including design and research tools, systems, and repositories
- Enhanced UX efficiency by introducing a design system, design standards, and handoff guidelines
- Oversaw daily UX operations, including KPI development, hiring, onboarding, and mentoring for a design/research team of 5
- Drove strategic efforts to optimize core consumer experience, directly increasing monthly revenue by \$1M+
- 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

Research Assistant, Aug 2014 - Jan 2016

- Leveraged SPSS and JMP technologies to streamline analytical procedures in support of pharmaceutical research workflows and study documentation

Georgia Institute of Technology

Undergraduate Researcher, May 2013 - May 2014

- Recruited participants and managed multi-day testing sessions, achieving an average completion rate exceeding 90%
- Enhanced research operations by migrating to the cloud, resulting in improved efficiency and enhanced participant privacy

EDUCATION

Georgia Institute of Technology
BS, Computer Science (2016)

Georgia Institute of Technology
BS, Psychology (2014)

CERTIFICATIONS

LifeLabs

CORE Management Training

SKILLS

Operations & Leadership

Strategic Planning
Team Management
Design & Research Mentorship
Cross-Functional Collaboration
Process Optimization
Project Management

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

TOOLS

Figma
UserTesting
Optimizely
Confluence / JIRA