# 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

### Readly

*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 Readly as a best-in-class leader in the "AI-as-a-Service" domain

### SmartAsset

*UX Manager / Associate Director of UX, 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
Sketch
UserTesting
Optimizely
Confluence / JIRA