

KYRSTEN GREENFIELD

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PROFESSIONAL SUMMARY

Results-driven UX Researcher with 6 years of experience and a proven track record in research, management, and leadership within the financial technology startup sector. Skilled at effectively and strategically crafting cohesive and impactful user experiences.

EMPLOYMENT HISTORY

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

Sept 2021 - June 2023

UX Manager (9/21 - 1/23)

SmartAsset | New York, NY

- Provided the strategic approach and leadership in all design and research initiatives; informing the direction of over 20+ products and key services within a two-sided marketplace
- Scaled and managed a team of researchers and designers; setting goals, providing mentorship and growth opportunities, and fostering a supportive and productive remote work environment
- Led all end-to-end consumer research initiatives, uncovering hidden product and consumer experience opportunities using a wide range of quant and qual methodologies
- Tracked user sentiment and satisfaction across all touch points of the user journey using feedback framework, monitoring impact of product work
- Maintained strong stakeholder relationships across the organization; presenting insights, influencing action, and collaborating closely with cross-functional teams to align UX work with business objectives
- Established and promoted design and research standards, guidelines, and processes to ensure a consistent and effective UX practice
- Owned 2 - 3 front-end projects in key product areas to reduce reliance on Tech resources and accelerate project delivery

Key Results:

- Oversaw the development of the design system, formalizing the design practice at SmartAsset
- Uncovered page optimization opportunities for final touchpoint of the consumer experience, generating over \$485k in monthly revenue
- Identified key drivers of success for the Advisor audience, which informed the development of the Advisor Success team and eventual acquisition of DeftSales
- Led UX-CRO testing initiative with a 33% success rate, resulting in a combined 4.68% increase in CVR and an estimated monthly revenue uplift of \$585k

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

June 2017 - Sept 2021

UX Researcher (6/17 - 9/19)

SmartAsset | New York, NY

- Hired as founding member of the research function at SmartAsset
- Led all end-to-end research initiatives, utilizing quant and qual methodologies to identify unmet product and consumer experience opportunities
- Established framework to track user sentiment and satisfaction across all touch points of the user journey
- Produced research deliverables, including research reports, personas and journey maps, to inform business decisions and drive consumer-focused innovation
- Partnered with cross-functional teams to develop product and testing roadmaps

- Advised stakeholders and team members on UX best practices throughout the development process through regular workshops, discussions, and informal knowledge sharing

Key Results: Improved clicks per user by 53.7%, average session duration by 26.1%, and SERP position from 19th to 4th after identifying and addressing UX/UI improvements for calculator update

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

EDUCATION & SKILLS

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

Skills: 5-Second Testing, A/B Testing, Card Sorting, Concept Evaluation, Contextual Inquiry, Data Analysis, Design Critiques, HTML/CSS/JS, Interviews, Journey Mapping, Surveys, and Usability Testing

Tools: Confluence, Figma, JIRA, Optimizely, Salesforce, SurveyMonkey, UserTesting