

# KYRSTEN GREENFIELD

<http://www.kgreenfield.com/> | 678-925-4770 | [kyrstengreenfield@hotmail.com](mailto:kyrstengreenfield@hotmail.com)

## PROFESSIONAL SUMMARY

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

## SKILLS AND KNOWLEDGE

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- **UX Methods:** Remote unmoderated usability testing, email and intercept surveys, user interviews, 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

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### SmartAsset | New York, NY

June 2017 - Present

#### UX Researcher

- Builds internal body of knowledge and general research approach at SmartAsset
- Collaborates on cross-functional teams to provide remote and in-person research that supports the objectives of the product and needs of the user
- Leverages secondary data, trends, and past learnings to set the cultural context for the team
- Serves as an expert on our end users by connecting dots across different research projects
- Identifies unmet research opportunities through continuous tracking of feedback channels and regular user testing
- 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 through deliverables, workshops, communications, etc.
- Defines, tracks and reports key user experience metrics
- Manages third-party research vendors as necessary

### 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

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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