

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
- Oversaw and managed a team of 4 researchers and designers; setting goals, providing mentorship, and fostering a supportive and productive remote work environment
- Led all end-to-end consumer research initiatives, uncovering hidden product opportunities through continuous monitoring of feedback channels, analytics, site audits, and regular usability testing
- Tracked user sentiment and satisfaction across all touch points of the user journey using feedback framework, monitoring impact of product work
- Established and promoted design and research standards, guidelines, and processes to ensure a consistent and effective UX practice
- Maintained strong stakeholder relationships across the organization; collaborating closely with cross-functional teams to align UX work with business objectives
- Owned 2 - 3 front-end projects in key product areas to reduce reliance on Tech resources and accelerate project delivery

Key Results:

- Scaled the UX team by 150%, improving design and research velocity and reach
- Oversaw the development of the design system, formalizing the design practice at SmartAsset
- 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 end-to-end research initiatives for our audience, identifying unmet product opportunities through continuous tracking of feedback channels and regular user testing
- Established framework to track user sentiment and satisfaction across all touch points of the user journey; using insights to inform product roadmaps and track impact
- Produced research deliverables, including research report, personas and user journeys, to inform business decisions and drive consumer-focused innovation
- 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, Contextual Inquiry, Data Analysis, Design Critiques, Design System, HTML/CSS/JS, Interviews, Journey Mapping, Surveys, and Usability Testing

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