

Kyrsten Greenfield

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EXPERIENCE

GOBankingRates

Senior Product Manager, Jan 2024 - Present

- Serves as Product owner for a key business vertical, leading cross-functional teams to fulfill \$1M+ in client and consumer demand, aligning product strategy with business objectives
- Established and manages the A/B testing program for Paid Search, driving \$200K+ in additional monthly revenue through product and ad optimizations
- Developed and maintains a suite of interactive native ad units, strategically designed to enhance user engagement and drive conversions across GBR, external syndication, and SEM networks

Readyly

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

- Spearheaded a comprehensive research initiative to assess market fit, positioning Readyly as a best-in-class leader in the "AI-as-a-Service" domain, influencing the product roadmap and competitive strategy

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
- Optimized UXOps by creating, implementing, and successfully driving adoption of a design system, standards, and handoff guidelines, significantly boosting efficiency and collaboration
- Managed team development and performance, overseeing KPI creation, hiring, onboarding, and mentoring to build and sustain a high-performing team of Product Designers and Researchers
- Drove strategic initiatives to optimize core consumer experiences, directly contributing to a \$1M+ increase in monthly revenue through targeted UX improvements
- 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 & Execution
Team Management
Design & Research Mentorship
Qual & Quant Research
Cross-Functional Collaboration
Process Optimization
Project Management

UX Research & Design

Usability Testing
A/B Testing
Surveys
Interviews & Focus Groups
Journey Mapping
Persona Development
Competitive Analysis
Data Analysis
Card Sorting
Tree Testing
Prototyping
HTML, CSS, & JS

TOOLS

Figma & Sketch
Google Analytics
UserTesting
Optimizely
Confluence, JIRA