

# KYRSTEN GREENFIELD

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## PROFESSIONAL SUMMARY

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Experienced UX professional with a proven track record in UX research, management, and leadership within the financial technology startup space; working effectively and strategically to create cohesive and impactful user experiences.

## EMPLOYMENT HISTORY

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### 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
- Oversaw and managed a team of 2 designers, 1 researcher, and 1 intern; setting goals, providing mentorship, and fostering a supportive and productive remote work environment
- 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
- Led all end-to-end consumer research initiatives, acting as main point of contact; uncovering hidden product opportunities through continuous monitoring of feedback channels (surveys and interviews), analytics, and regular usability testing and competitive analysis
- 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
- Improved product testing velocity and focus to drive more conversions within a two-sided marketplace, resulting in over \$1M in monthly revenue uplift across all key touchpoints

### 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, identifying unmet research opportunities through continuous tracking of feedback channels and regular user testing
- 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

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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

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

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