

# Kyrsten Greenfield

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## EXPERIENCE

### GOBankingRates

**Senior Product Manager**, Jan 2024 - Aug 2024

- Served 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 managed the A/B testing program for Paid Search, driving \$200K+ in additional monthly revenue through product and ad optimizations
- Developed and maintained 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**, Sept 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