

# KYRSTEN GREENFIELD

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

## 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

As a strategic leader, I provided guidance and direction for design and research initiatives, influencing the development of more than 20 products and key services within a two-sided marketplace.

Alongside this, I successfully managed a team of researchers and designers, implementing design and research standards, guidelines, and processes to ensure a consistent and impactful UX practice.

#### Key Results:

- Successfully scaled the UX team by 150%, establishing goals, providing mentorship and growth opportunities, and fostering a supportive and productive remote work environment
- Oversaw the development of the design system, formalizing the design practice
- Led a highly successful UX-CRO testing initiative, achieving an impressive 33% success rate and a combined 4.68% increase in conversion rate
- Identified key drivers of success for the Advisor audience through surveys and interviews, contributing to the development of the Advisor Success team and the acquisition of DeftSales, a lead nurturing tool for Financial Advisors
- Led the discovery and prioritization of features for SmartAsset's Matching Service through usability testing, feedback monitoring, and competitive analysis, resulting in a monthly uplift of over \$1M across all key touchpoints
- Independently handled all front-end work for the Marketing Advertorial update, minimizing reliance on Tech resources and significantly accelerating project delivery

### Senior UX Researcher (9/19 - 9/21)

June 2017 - Sept 2021

#### UX Researcher (6/17 - 9/19)

SmartAsset | New York, NY

As the founding member of the research function at SmartAsset, I assumed the responsibility of leading comprehensive research initiatives and utilized quantitative and qualitative methodologies to identify unmet product and consumer experience opportunities.

#### Key Results:

- Led the discovery and prioritization of features for a Mortgage Calculator redesign, leading to a 54% increase in clicks per user, a 26% increase in average session duration, and an impressive jump in SERP position from 19th to 4th
- Implemented a comprehensive framework to track user sentiment and satisfaction, enhancing visibility into the consumer journey and enabling data-driven decision-making
- Fostered a user-centric culture by organizing regular workshops and discussions, sharing UX deliverables, and facilitating informal knowledge sharing

### 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, Concept Evaluation, Contextual Inquiry, Data Analysis, Design Critiques, HTML/CSS/JS, Interviews, Journey Mapping, Surveys, and Usability Testing

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