KYRSTEN GREENFIELD

www.kgreenfield.com| 678-925-4770 | kyrstengreenfield@hotmail.com

PROFESSIONAL SUMMARY

Results-driven UX lead with over 6 years of UX research experience, a passion for people development, and a proven track record of strategic leadership - skilled at driving product innovation, improving accessibility and usability, and enhancing user satisfaction.

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 UX leader, I provided guidance and direction for all UX initiatives, influencing the development of 20+ products and services within a two-sided marketplace. In addition, I managed a team of researchers and designers and owned the design operations to ensure a cohesive and impactful UX practice.

Key Results:
- Recruited, hired, and led a team of researchers and designers, establishing goals, providing mentorship and growth opportunities, and fostering a supportive and productive remote work environment
- Established clear UX standards, guidelines, and processes to ensure a cohesive and impactful UX practice and better facilitate the design and development process
- Developed and led the strategic plan to overhaul SmartAsset's core consumer experience, resulting in a total monthly increase of over $1M in revenue, enhanced accessibility, and optimized mobile experience
- Led all consumer end-to-end quant and qual research initiatives, gaining insights around our users, our market fit, and the usability of our products and generating strategic artifacts such as user journeys and personas
- Oversaw the development and adoption of the design system, establishing a formalized design practice across the organization
- Handled all front-end work for the Marketing Advertorial update, minimizing reliance on Tech resources and significantly accelerating project delivery, generating over $225k in monthly revenue uplift

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 all end-to-end research initiatives, utilizing both 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, & TOOLS

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

Soft Skills: Effective communicator, empathic practitioner, flexible and adaptable researcher, highly collaborative, self-motivated

Hard Skills: 5-second testing, A/B testing, card sorting, concept evaluation, contextual inquiry, data analysis, design critiques, HTML/CSS/JS, interviews, journey mapping, surveys, RITE method, and usability testing

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