

KYRSTEN GREENFIELD

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

PROFESSIONAL SUMMARY

Results-driven UX Researcher 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 leader, I provided guidance and direction for all UX initiatives, influencing the development of more than 20 products and services within a two-sided marketplace. I also successfully managed a team of researchers and designers, while establishing clear UX standards, guidelines, and processes to ensure a cohesive and impactful UX practice. During this time, I remained the consumer expert and advocate, directly conducting end-to-end research to inform product roadmaps.

Key Results:

- Scaled the UX team by 150%, establishing goals, providing mentorship and growth opportunities, and fostering a supportive and productive remote work environment
- Created and implemented the UX strategy for SmartAsset's Matching Service consumer experience overhaul, leading to an impressive monthly increase of over \$1M in revenue across all key touchpoints
- Oversaw the development of the design system, establishing a formalized design practice within the organization
- Led a highly successful UX-CRO testing initiative achieving a 33% success rate and a combined 4.68% increase in conversion rate, resulting in a more accessible and mobile-optimized consumer experience
- 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
- 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