

Kira McCool



kiracmccool@gmail.com



512-903-6513



[linkedin.com/in/kira-mccool](https://www.linkedin.com/in/kira-mccool)



<http://kiramccool.com/>

Summary

Experienced product leader and leader of people, passionate about solving hard + important problems. Experience in healthcare, fintech, and entrepreneurial community spaces. C.S. degree; I was a UX and graphic designer in past lives.

Experience



Head of Product

Centaur Labs

Aug 2022 - Present (10 months)

Leading product strategy and development for B2B and consumer product lines. Working closely alongside ML/AI teams building models with medical applications to solve data labeling bottlenecks with an innovative, gamified solution. Collaborating with business and engineering leadership to execute on all major product initiatives.



Head of Product, DiagnosUs App

Centaur Labs

Dec 2019 - Aug 2022 (2 years 9 months)

Grew consumer iOS app audience from dozens to over 10,000 weekly active users. Rolled out core gamification features and user verification workflows, with an imperative for secure medical data handling. Collaborated closely with technical leadership and scrum teams. Managed marketing, operations, and design team members. Rolled out agile methodologies to the development organization.



Co-Founder and Director

Flawless Hacks

Feb 2016 - Sep 2020 (4 years 8 months)

Founder and organizer of a New York City-based hackathon for technical women. In our three year run, we introduced almost 500 women to their first hackathon, and brought together thousands more for an event including keynote speakers, beginner- to advanced-level workshops and mentorship. And Beyoncé.



Director of Product Management

Gradifi

Aug 2019 - Dec 2019 (5 months)

Executed all major product initiatives at a late-stage startup. Overhauled user experience to drive product engagement and smart financial decision-making through a personalized student debt dashboard. Increased student loan refinancing bookings through iterative product development in collaboration with marketing and operations teams.



Senior Product Manager

Gradifi

Sep 2018 - Aug 2019 (1 year)

Responsible for driving product initiatives through user-oriented research and close collaboration with technical leadership. Oversaw an expedited development effort to refactor registration methods for a student loan refinancing marketplace, leading to a 24x increase in conversion rates.



Senior UX Engineer

Gradifi

Mar 2018 - Sep 2018 (7 months)

Designer and front-end engineer at a future-focused HR benefit company with an eye on ending the burden of student loans. UX lead with interface design responsibility spanning concepts and wireframes to full clickable prototypes. Organized user research initiatives and usability studies. Owner of front-end backlog, with a focus on continuous improvement of site-wide styling and components.



Senior UX Designer

athenahealth

Jul 2017 - Mar 2018 (9 months)

Designing UX solutions for analytics and data visualization applications, with a focus on dashboard design. Projects included a performance dashboard for medical practices to track their clinical and financial metrics, and internal dashboards to track accuracy of machine learning algorithms. Worked closely with Design Systems team to standardize client-facing metric development and display.



UX Designer

athenahealth

Aug 2016 - Jul 2017 (1 year)

UX Designer working in an agile environment to research, mock, prototype and deliver usable and intuitive products for healthcare professionals. Projects included designing a ground-up native desktop application and developing components for an analytics and data visualization framework.

Education



Kellogg Executive Education

Product Strategy

2020 - 2020



New York University

Bachelor of Arts (B.A.), Computer Science, Spanish and Linguistics