

Kira McCool

Product leader with experience in consumer UX, healthcare, B2B SaaS, and AI. Formerly a designer and UX engineer.

Based in Austin, Texas.

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Skills

Adobe Creative Cloud, Atlassian suite, Figma, Retool, Microsoft Office suite

SQL, HTML, CSS, Javascript, Python, Git, Bash scripting

Spanish, some Portuguese

Education

New York University, College of Arts & Sciences

B.A. Computer Science
B.A. Spanish & Linguistics
Presidential Honors Scholar

Northwestern University, Kellogg School of Management

Product Strategy Executive Education

Volunteering

Violet Crown Sports Association 2021–

Secretary for Austin's largest cycling club and 501c3 nonprofit

Flawless Hacks, 2016–2020

Co-founder and director of 501c3 nonprofit and hackathon focused on uplifting underrepresented women in tech

Director, Product Management

Senior Product Manager

Optum - New York, NY (Remote)

Jun 2024–

Nov 2023–Jun 2024

- Spearheading improvements to the consumer digital experience for the nation's largest provider of supplemental benefits for health plans, serving over 10 million members
- Product owner for the core app functionality team, which oversaw the successful launch of the web product, and handles all global features
- Managed rollout of design system components for design and development teams, supporting responsive mobile and web viewports
- Close collaborator with design, marketing/GTM and engineering teams

Head of Product

Centaur Labs - Boston, MA

Dec 2019– Aug 2023

- Led product strategy and execution for enterprise and consumer product lines of a YC-backed startup. Worked closely with ML/AI teams to solve data labeling bottlenecks with an innovative, gamified solution
- Grew consumer iOS app audience from dozens to over 10,000 weekly active users. Rolled out core gamification features and user verification workflows, with a focus on secure medical data handling
- Executed all major product initiatives including cross-platform DICOM image support, a web-based data labeling tool for teams, and internal admin tooling
- Managed a team of marketers, designers, and product operations associates

Director of Product Management

Gradifi - Boston, MA

Jul 2019–Dec 2019

- Executed all major product initiatives at a late-stage startup acquired by E*TRADE, focused on building equitable financial HR benefits through design-driven research and close collaboration with technical leadership
- Overhauled user experience to drive smart financial decision-making through a personalized data visualization tool
- Drove student loan refinancing bookings through iterative product development and collaboration with marketing and operations teams

Senior UX Engineer

Gradifi - Boston, MA

Mar 2018–Jul 2019

- Oversaw an expedited development effort to refactor registration methods for a student loan refinancing marketplace with a 24x increase in conversion rates
- Planned, piloted and managed the roll-out of payroll deduction functionality, boosting employer adoption and benefit enrollment among employees
- In the role as the team's sole designer, handled end-to-end product research, design, and front-end development for student loan refinancing marketplace, launched to 72,000 users

Senior UX Designer

athenahealth - Watertown, MA

Aug 2016–Mar 2018

- Designer and front-end developer at a cloud-based electronic health record company, focused on analytics and data visualization
- Design lead on a proprietary native desktop application built in Electron Node.js framework