

Kira McCool

is an **energetic product leader** with experience in consumer, healthcare, B2B SaaS, and AI. Motivated to use technology to solve real problems for real people.

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

Senior Product Manager

Nov 2023–

Optum - New York, NY

- Spearheading digital innovation at the nation's largest insurer through the launch of a consumer-focused benefits offering
- Major initiatives include: ownership of core app functionality product team, launch of zero-to-one web product in compressed timeline, rollout of design system to accelerate organization-wide design and development work
- Highly beloved collaborator with design, marketing/GTM and eng teams

Head of Product

Dec 2019– Aug 2023

Centaur Labs - Boston, MA

- 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

Jul 2019–Dec 2019

Gradifi - Boston, MA

- 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, boosting product engagement
- Drove student loan refinancing bookings through iterative product development in collaboration with marketing and operations teams

Senior Product Manager

Sep 2018–Jul 2019

Senior UX Engineer

Mar 2018–Sep 2018

Gradifi - Boston, MA

- 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
- One person team for UX research, design and implementation
- 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 by end of 2018

Senior UX Designer

Aug 2016–Mar 2018

athenahealth - Watertown, MA

- 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