Krysta Curtis

Senior Product Designer | UX Leader | AI-Enabled Designer

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PORTFOLIO

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SUMMARY

Design leader with 15+ years of experience shaping digital products at the intersection of UX, product, and emerging tech. Background in product management, with deep expertise in 0-to-1 design, AI-enhanced UX, and scalable design systems. Experienced across healthtech, edtech, and gaming, focused on aligning user needs with strategic outcomes.

EDUCATION

Fashion Institute of Technology | BFA Toy Design
Rochester Institute of Technology | AAS Electrical Technology
Tradecraft | UX Design Bootcamp
Google | UX Design Certificate
IBM | Foundations of AI Certificate
DesignLab | AI for UX Design Certificate

SKILLS

Product & UX Strategy: 0-to-1 product design, iterative design, agile methodologies, A/B testing, design leadership, cross-functional collaboration, design thinking, product vision, prioritization
User Research & Testing: Async and real-time user research, usability studies, user interviews, empathy and affinity mapping, storyboarding, journey mapping
UI/UX Design: Mobile and web app design, responsive design, wireframing, prototyping, low- and high-fidelity UI, visual design, design systems, constructive feedback and guidance
AI & Emerging Tech: AI-integrated UX, machine learning workflows, prompt engineering, human-centered AI interaction design

TOOLS

Figma, Miro, Notion, Asana, Jira, Adobe Photoshop, Illustrator, ChatGPT, Midjourney, Amplitude

WORK HISTORY

Senior UX Designer | 98point6 Technologies Inc. | Feb 2024 - May 2025
Healthtech startup expanding access to care via asynchronous and AI-powered solutions.
- Designed and launched a clinic platform 0 to 1, enabling accessible asynchronous care for low-acuity medical conditions.
- Built a comprehensive design system from scratch to ensure consistency, scalability, and efficiency across the platform.

- Led end-to-end design processes, from research and wireframing to high-fidelity prototyping, focusing on delivering a user-centered and intuitive product.

Senior Product Designer | LingoAce | Jan 2022 - Apr 2023

Singapore-based edtech company offering online Mandarin instruction; ranked 5th most innovative APAC company by Fast Company in 2023.
- Built the design system for the LingoAce Connect app and owned the marketing website design system.
- Increased the conversion of signups by designing LingoAce's first low-touch-onboarding experience and iterating based on A/B testing and optimization results.
- Led an overhaul of the class booking flow including usability studies with wireframes, low-fidelity prototypes and high-fidelity prototypes.

Senior Product Designer & Senior Product Manager | Cureus Journal of Medical Science | Jul 2018 - Oct 2021

Open-access peer-reviewed medical journal that eliminates barriers to the generation and dissemination of medical knowledge.
- Championed the design of the Volunteer Peer Review panel growing membership 6000% from 400 to over 25,000.
- Responsible for UX/UI design, story writing, acceptance testing, and live iteration for countless features in a fast-paced environment.
- Led an overhaul of the Cureus Author Dashboard providing more visibility to the publication process, delighting users and reducing customer support tickets.
- Trained and tested the Machine Learning (ML) reference parser to improve the author experience.

Senior Product Manager | Piper Inc. | Jan 2017 - Apr 2018

STEM education startup that makes DIY computer kits to empower the inventors of tomorrow.
- Gathered deep educator insights through user research with dozens of teachers to bring Piper into educational settings by meeting the needs of educators.
- Performed usability studies with 100's of children ages 4-18 to identify problem areas to increase learner's success.
- Ideated first-principle ideas to bring to the team to aid with decisions for future consumer and educational products.

Senior Product Manager | Swivl | Jul 2015 - Nov 2016

Educational technology startup that makes tools that improve personalized teaching and learning.
- Conducted a rigorous user experience design process to design a new educational saas product offering.
- Led the development process of Recap, an innovative asynchronous video learning platform for K-12 students, teachers and administrators.
- Doubled key business objectives by growing to 200k sign ups within a school year.

Co-founder | Plixl, LLC | Mar 2013 - Dec 2014

Bootstrapped game startup developing Facebook and Mobile games for the casual audience.
- Co-founded a 2-person game studio that launched two polished cross-platform casual games from scratch.
- Secured publishing contracts for both titles. Mosaic Medley was published by 6Waves and Seek and Find was published by TabTale.
- Seek and find reached #1 iOS app in dozens of countries including the US.

Lead Product Manager | TinyCo | Sep 2010 - Mar 2013

Andreessen Horowitz funded mobile gaming powerhouse responsible for app store chart-toppers.

- Responsible for team leadership, game design and business success of TinyCo's flagship Tiny Zoo Friends game.
- Performed user research and utilized A/B testing to prioritize new features to maximize revenue, retention and virality.
- Developed relationships with Tiny Zoo's community of players through social media to delight players and discover ideas for engagement.

Game Designer | Namco Networks | Feb 2009 - Sep 2010

Publisher of arcade, mobile, web and console video games including the classic hit Pac-man.

- Created and led development of Namco Networks' most played web game, Mahjong Butterfly.
- Earned "Employee of the Month" award and the department wide "Get Stuff Done" award.

Toy Designer | IDEO | Jun 2005 - Oct 2008

Award-winning global design firm that takes a human-centered design approach to innovation.

- Conceived and prototyped new-to-the-world products and pitched to toy manufacturers.
- Top licensed products include Tetris 360, Klip Klop Playsets and Backyardigans Adventure Singers.
- Facilitated and participated in client design thinking workshops.