

Krysta Curtis

Sr. Product Designer

Contact

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Portfolio

www.krystacurtis.com

Summary

I'm an entrepreneurial Product Designer with an eclectic background including educational software, toy & game invention and medical science. I've worked with company sizes ranging from early-stage startups, mid and large-sized companies and I was the founder of a gaming studio.

Education

Fashion Institute of Technology
BFA Toy Design
Rochester Institute of Technology
AAS Electrical Technology
Certified SCRUM Product Owner
Tradecraft UX Design Immersive
Google UX Design Certificate

Skills

Personas
User research
Empathy maps
Journey maps
Storyboarding
User flows
Affinity maps
Wireframing
Mockups
Prototyping
Story writing
Agile SCRUM
AB Testing

Tools

Figma
Design Systems
Photoshop
Illustrator
Pen & paper
Miro
Notion
Mixpanel
Amplitude
ProductPlan
Pivotal
Jira
Wix

Experience

LingoAce

Sr. Product Designer / Jan 2022 - Apr 2023

Designed LingoAce's first low touch onboarding experience including online student assessment and an overhaul of the class booking flow. Owned the design system for the marketing website.

Cureus Journal of Medical Science

Sr. Product Designer / Jul 2018 - Oct 2021

Sole product designer that held responsibility for Cureus' design and development processes. Led user research, UX/UI design, story writing, acceptance testing, launch, and live iteration for numerous features. Designed the peer review volunteer panel and grew membership from 400 to over 25,000 in under a year.

Piper

Sr. Product Manager / Jan 2017 - Apr 2018

Identified strategic growth opportunities to move Piper into formal education settings by gathering deep educator insights. Disseminated research findings to inform product decisions to retrofit the consumer product to align with the needs of educators.

Swivl

Sr. Product Manager / Jul 2015 - Nov 2016

Conducted a rigorous user experience design process with K-12 school teachers. Launched an innovative asynchronous video learning platform from 0->1. Doubled key business objectives by growing to 200k sign ups within a school year.

Plixi

Cofounder / Mar 2013 - Dec 2014

Cofounded a 2-person game studio that launched two cross-platform games. Titles included a casual game and an educational pre-school game. Secured publishing contracts for both titles. The pre-school game reached #1 iOS app in dozens of countries including the US.

TinyCo

Lead Product Manager / Sep 2010 - Feb 2013

Responsible for team leadership and business success of the Tiny Zoo Friends game. Performed user research to design and prioritize new features to maximize revenue, retention and player happiness.

Namco Networks

Game Designer / Feb 2009 - Sep 2010

Created and led development of Namco Networks' most played web game, Mahjong Butterfly. The game was later ported to mobile.

IDEO

Toy Inventor / Jun 2005 - Oct 2008

Conceived and prototyped new-to-the-world toy and game products and licensed them to top toy manufacturers. Facilitated Deep Dive workshops and taught the design thinking process to clients.