

Krysta Curtis

Senior Product Designer

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Summary

I began my career at IDEO as a Toy Inventor, where I developed a strong foundation in design thinking and user research—skills that have guided my 20-year journey in the design world. After IDEO, I transitioned into the gaming industry, working at Namco and TinyCo before co-founding Plixl, a casual games studio. At Plixl, we launched two games, one of which reached #1 in the Kids' Education category in the US app store.

After six years in the gaming industry, I transitioned into the education space. At Swivl, I led the development of a K-12 classroom tool that grew to over 200,000 accounts in under a year. At LingoAce, I designed engaging language learning products for children, while at Piper, I developed STEM learning tools that empowered young inventors.

Most recently, I expanded into healthtech. As the sole product designer at Cureus, I played a key role in accelerating the publication of critical medical research during the pandemic. Now, at 98point6, I'm focused on designing innovative asynchronous healthcare solutions to improve access to care for low-acuity medical conditions.

Education

Fashion Institute of Technology *BFA Toy Design*

Rochester Institute of Technology *AAS Electrical Technology*

Tradecraft UX Design Bootcamp

Google UX Design Certificate

Skills

Design Systems, AI, ML, Mobile/Web App Design, Responsive Design, Async/Real-time User Research, User Interviews, Usability Studies, Empathy/Affinity Mapping, Storyboarding, Journey Mapping, Wireframing, Prototyping, Lo-Fi and Hi-Fi UI Design, Visual Design, Agile Methodologies, Iterative Design, AB Testing

Tools

Figma, ChatGPT, MidjourneyMiro, FigJam, Notion, Asana, Adobe Photoshop, Illustrator, Mixpanel, Amplitude, Jira, Pivotal, Pen & Paper

Work Experience

Senior UX Designer

98point6 Technologies Inc.

Feb 2024 - Current

Healthtech startup that expands access to healthcare through asynchronous solutions for low-acuity medical conditions.

Designed and launched a clinic platform from the ground up, 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

Named the 5th most innovative Asia-Pacific company by Fast Company for 2023. Singaporean-based Chinese language online tutoring service.

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. Delighted the team by presenting well thought out designs with efficient feedback sessions.

Senior Product Designer

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 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.

Sr. 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.

Sr. 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

Plixi, 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 - Feb 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.