

Krysta Curtis



krysta.curtis@gmail.com



650-515-0062



[linkedin.com/in/krystacurtis](https://www.linkedin.com/in/krystacurtis)



<http://www.krystacurtis.com>

Summary

I'm an entrepreneurial Product Designer with 15+ years experience designing and managing software products. I enjoy roles in seed and series A startups, and am also interested in innovation positions at later stage organizations. I'm actively interviewing for roles in NYC, San Francisco and remote.

Experience



Senior Product Designer

LingoAce

Jan 2022 - Apr 2023 (1 year 4 months)

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

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



Senior Product Designer

Cureus Journal of Medical Science

Jul 2018 - Oct 2021 (3 years 4 months)

Open-access peer-reviewed medical journal that eliminates barriers to the generation and dissemination of medical knowledge.

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.



Senior Product Manager

Piper Learning, Inc.

Jan 2017 - Apr 2018 (1 year 4 months)

STEM education startup that makes DIY computer kits to empower the inventors of tomorrow.

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



Senior Product Manager

Swivl

Jul 2015 - Nov 2016 (1 year 5 months)

Educational technology startup that makes video tools that improve personalized teaching and learning.

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.



Co-Founder

Plixl

Mar 2013 - Dec 2014 (1 year 10 months)

Bootstrapped startup that launched two games including a #1 top free in the kids category in the iOS app store.

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.



Lead Product Manager

TinyCo, Inc.

Sep 2010 - Feb 2013 (2 years 6 months)

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

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



Game Designer

NAMCO USA INC.

Feb 2009 - Sep 2010 (1 year 8 months)

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

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



Toy Inventor

IDEO

Jun 2005 - Oct 2008 (3 years 5 months)

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

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

Education



Fashion Institute of Technology

BFA, Toy Design

 **Rochester Institute of Technology**
AAS, Electrical Technology

Licenses & Certifications

 **Certified Scrum Product Owner (CSPO) - Scrum Alliance**
Issued Mar 2021 - Expires Mar 2023
001181600

 **Google UX Design Specialization - Grow with Google on Coursera**
4K4G643JRJ7A

Skills

Figma (Software) • Interaction Design • User Experience Design (UED) • Prototyping • Wireframing •
Adobe Photoshop • Product Design • Design Thinking • User Experience (UX) • User Interface Design