Krysta Curtis
Product Designer

contact

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summary

Entrepreneurial Product Designer with an eclectic background that includes roles in educational technology, toy & game design, and medical science.

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

skills	tools
Personas	Figma
User research	Flinto
Empathy maps	Photoshop
Journey maps	Illustrator
Storyboarding	Pen & paper
User flows	Miro
Affinity maps	Draw.io
Wireframing	Mixpanel
Mockups	Amplitude
Prototyping	ProductPlan
Story writing	Pivotal
Agile SCRUM	Jira
AB Testing	Wix

experience

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.

Plixl
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.