

KRYSTA CURTIS

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SUMMARY

Entrepreneurial product manager who is passionate about business strategy, user experience and data. Multiple experiences launching products from scratch and owning products in high growth companies.

EXPERIENCE

Senior Product Manager

Swivl

Jul. 2015 – Nov. 2016

Menlo Park, CA

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

- Launched a K-12 classroom tool from scratch that grew beyond several hundred thousand users in under a year.
- Implemented and owned Swivl's roadmapping and project management processes to effectively manage an agile team of 35 in Kiev, Ukraine.
- Owning the user research, competitive analysis, feature specing, roadmapping and live operations of Swivl's full suite of SAAS products.

Director of Product

Rocket Games, Inc.

Nov. 2014 – Apr. 2015

San Francisco, CA

Social gaming startup that launches mobile and web games in a lean software development environment.

- Responsible for company-wide growth initiatives including feature specing, user stories and wireframing.
- Led a multidisciplinary team to implement new features to monetize, grow and retain the customer network utilizing a lean kanban method.
- Performed AB tests, data analysis, and user tests to inform design decisions and prioritize a roadmap.

UX Designer

Tradecraft

Aug. 2014 – Oct. 2014

San Francisco, CA

Three-month intensive program that trains tech professionals to succeed in high-growth startups.

- Ran usability studies, created wireframes and iterated on designs for a new artist marketplace experience for an expressive mobile messaging app.
- Created wireframes to redesign the web-based onboarding experience for an 'AirBnB meets parking' service.
- Performed user research, created wireframes and a tappable prototype for a mobile educational app.

Product, UX & Cofounder

Plixl

Feb. 2013 – Jul. 2014

Fremont, CA

Two-person independent game studio that launched two games including a #1 top free in the kids category.

- Shepherded two game titles from conception through launch including the live support of a free-to-play cross-platform (iOS/Facebook) game.
- Executed UX/UI design, system design, analytics and ran usability studies.
- Managed multiple business relationships and successfully negotiated publishing contracts for both game titles.

Lead Product Manager

TinyCo

Sept. 2010 – Feb. 2013

San Francisco, CA

Mobile gaming powerhouse responsible for app store chart-toppers with over 85 million downloads worldwide.

- Responsible for team leadership and overall commercial success of Tiny Zoo Friends, one of TinyCo's multi-million dollar mobile social game titles.
- Performed qualitative and quantitative user testing including data analysis to design and prioritise new

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features to maximize revenue, retention and player happiness.

- As the first Product Manager hired, I helped the company grow from 10 to over 100 people by implementing processes and new roles that are still fundamental to TinyCo today.

Game Designer

Feb. 2009 – Sept. 2010

Namco Networks America Inc. (Now Bandai Namco Games)

San Jose, CA

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

- Generated game ideas, facilitated brainstorming workshops, and created game design documents for casual web and mobile games.
- Oversaw game production, usability testing and utilized bug tracking software in a waterfall development environment.
- Received company-wide 'Employee of the Month' and department-specific 'Get Stuff Done Award.'

Toy Inventor

Jun. 2005 – Oct. 2008

IDEO

Palo Alto, CA

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

- Utilized a user-centered design process to conceive and prototype new-to-the-world products with a focus on digital interactive toys and games.
- Pitched prototypes to executives at companies like Mattel, Hasbro and EA.
- Brainstorm workshop facilitator for external consulting projects including creating new tools for learning to read and conceptualizing innovative new video games.

EDUCATION

3-Month Intensive, UX Design

Tradecraft

Nov. 2014

San Francisco, CA

Certificate, Project Management

California State University - East Bay

Dec. 2008

Hayward, CA

Bachelor of Fine Arts, Toy Design

Fashion Institute of Technology

May 2005

New York, NY

Associate of Applied Science, Electrical Technology

Rochester Institute of Technology

May 2003

Rochester, NY

SKILLS

Design: User Experience Design, User Research, Usability Studies, Brainstorm Facilitation, Personas, Wireframing, Task Flows, User Stories, Feature Specing, Prototyping, Lean UX, Gamification

Analyze: Amplitude, Mixpanel, Data Analysis, Data-Driven Design, Funnel Optimization, AB Tests

Tools: Photoshop, Illustrator, Omnigraffle, Invision, Final Cut, Audacity, Jira, Agile, Kanban